

THIRTY-FIVE CENTS

JULY 17, 1964

TIME

THE SOUTH: View from Within



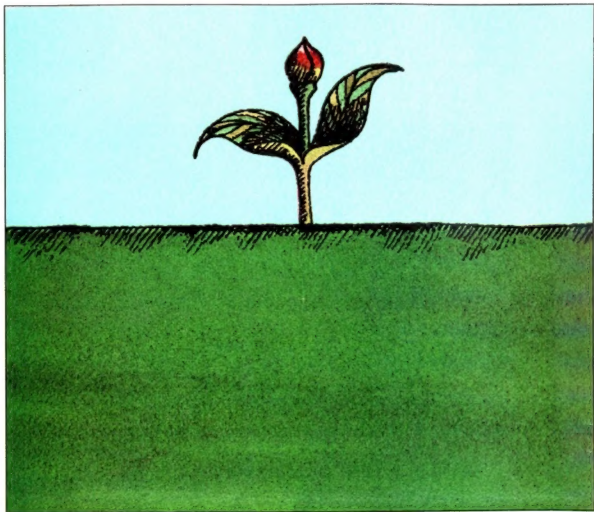
WILLIAM
FAULKNER

ROBERT GUNDEL

VOL. 84 NO. 3

(REG. U.S. PAT. OFF.)

YOUTH



It's no wonder we have a youthful outlook at GT&E. Most of our growth is ahead of us. We're in the most thriving fields. Communications, electronics, automation, lighting, radio and TV. And they've just begun to grow. ■ In communications alone, GT&E's 30 subsidiary Tele-

phone Operating Companies serve the new communities beyond the big cities, where there's the space and the spirit for growth. And that's where the future is. ■ More reason for the dynamic and continuous growth of GT&E.

Sharing greatly in America's growth

GENERAL TELEPHONE & ELECTRONICS



230 THIRD AVE., N.Y. 10037 • GTE SUBSIDIARIES: General Telephone Operating Cos. in 37 states • GTE Laboratories • GTE International • General Telephone Directory Co. • Automatic Electric • Lenkurt Electric • Solvina Electric

TIME is published weekly, at \$9.00 per year, by TIME Inc., at 540 N. Michigan Avenue, Chicago, Ill. 60611. Second class postage paid at Chicago, Ill., and at additional mailing offices.

Until 1950, who ever heard of

SODIUM N-CYCLOHEXYL-SULFAMATE?

Now you
can get it
in any
supermarket.

It comes in
bottles and cans.

It's time people knew the facts about Sodium N-Cyclohexylsulfamate.

That's the mouth-filling name of a chemical that has been given the mouth-filling job of replacing sugar in certain soft drinks.

Substituting it for sugar is like putting a five-year-old boy in as linebacker on a pro football team. "Sodium-etcetera" is derived from benzene—as is Calcium Cyclohexylsulfamate, also used for "taste." Doctors say they probably can't do you any harm but that they can't do you any good, either. Their food value is nil, nought, nothing.

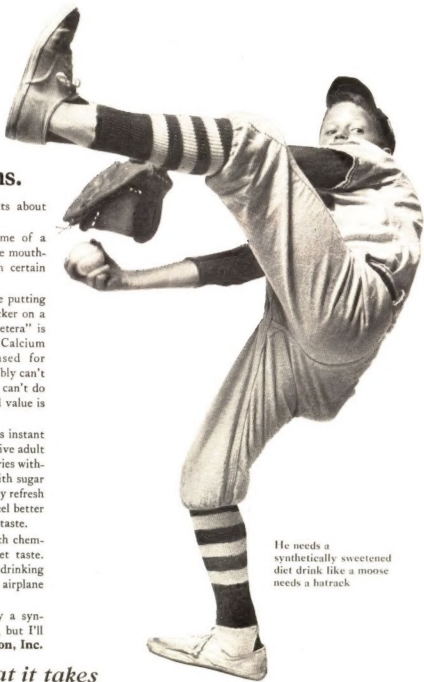
Sugar's got what it takes. It's instant energy. Almost any normally active adult or youngster burns up sugar calories within minutes. Soft drinks made with sugar give you something to go on. They refresh all the way down, taste better, feel better in the mouth and have no after-taste.

But "Syntha-Colas" made with chemicals only give you a wet, sweet taste. And trying to lose weight by drinking them is like trying to lighten an airplane by emptying the ash trays.

Next time you're tempted by a synthetic, say "Thanks, Chemistry, but I'll take Sugar." Sugar Information, Inc.

Sugar's got what it takes

... 18 calories per teaspoon—and it's all energy



He needs a
synthetically sweetened
diet drink like a moose
needs a hatrack

For sweetness with energy, get beet or cane sugar

LOOK WHAT DOUGLAS IS DOING NOW!



DOUGLAS DC-8F BREAKS CARGO HAULING RECORD! A Capitol Airways "Jet Trader" under contract to the U.S. Military Air Transport Service, airlifted more than 46 tons of supplies from Chicago to Vietnam. It then flew back non-stop from Japan to Delaware—7429 miles—in 12 hours and 25 minutes...an average speed of 598 mph.



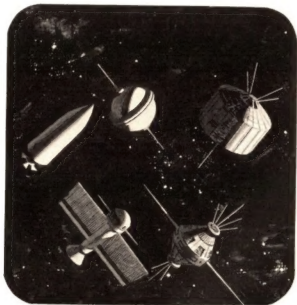
FINAL ASSEMBLY OF MAMMOTH SPACECRAFT is taking place in this huge tooling tower complex at the Douglas Space Systems Center. Here, the S-IVB stages of the NASA Saturn moon rockets are being assembled, tested and given complete system checkouts.



WE'RE BUILDING THE SIMPLEST JETLINER IN THE WORLD. The new Douglas DC-9, scheduled to fly in 1965, has far fewer components than other jetliners. Yet it has a completely independent back-up system for every major system to add even more reliability.



EXPLORING ADVANCED MISSILE TECHNIQUES in relation to present tactical and strategic military problems, Douglas is using experience gained in producing over 40,000 missiles. These involve air-to-air, air-to-ground, ground-to-air and ground-to-ground missions.



OUR BOOSTERS HAVE LAUNCHED MORE SATELLITES than those of all other companies combined. The NASA/Douglas Delta alone was responsible for boosting a record twenty-two satellites in succession into orbit, including *Syncom*, *Telstar*, *Tiros*, *Relay* and *Ariel*.

IN THE AIR OR OUTER SPACE...

DOUGLAS GETS THINGS DONE!

TIME LISTINGS

TELEVISION

The networks plan to cover the nominating proceedings at San Francisco's Cow Palace until the last ballot is counted. CBS is using four times as much manpower and equipment as in 1960, features 22 on-the-scene correspondents, including Anchorman Walter Cronkite. Reporters Harry Reasoner and Eric Sevareid. NBC has brought 60 tons of equipment, is building four complete studios, and Chet Huntley and David Brinkley will be bolstered by Floor Reporters John Chancellor and Frank McGee. In addition to Pundits Howard K. Smith and Edward P. Morgan, ABC viewers can benefit at least twice a day from the insights of Special Commentators Dwight Eisenhower, Ike's former Press Secretary James Hagerty, and ABC Editor William Lawrence.

Wednesday, July 15

REPUBLICAN NATIONAL CONVENTION (ABC, NBC, and CBS, 4:30 p.m.-conclusion).*

Thursday, July 16

REPUBLICAN NATIONAL CONVENTION (ABC, 7 p.m.-conclusion; NBC, 7-11 p.m.; and CBS, 7:30 p.m.-conclusion).

Friday, July 17

REPUBLICAN NATIONAL CONVENTION (ABC, 7 p.m.-conclusion; NBC, 7-11 p.m.; and CBS, 7:30 p.m.-conclusion).

Saturday, July 18

46th P.G.A. CHAMPIONSHIP (CBS, 5-6 p.m.). The nation's leading professional golfers compete from the Columbus Country Club, in Columbus, Ohio.

SATURDAY NIGHT AT THE MOVIES (NBC, 9-11 p.m.). Dana Wynter and Richard Egan star in *The View from Pompey's Head*. Color.

Sunday, July 19

P.G.A. CHAMPIONSHIP (CBS, 4:30-6 p.m.). Final holes of the championship. **EISENHOWER REVIEWS THE G.O.P. CONVENTION** (ABC, 5-6 p.m.).

THEATER

Straw Hat

There has always been some question as to whether American actors can successfully get themselves up in tights and doublets, flick the old rapiers around, and spew forth Shakespeare. Some have shown they can indeed, and in ever growing numbers others are getting the chance to try, most importantly in the Shakespeare festivals and rep companies that have sprung up from coast to coast, indoors and out, even in reproductions of Elizabethan theaters. Several cities have free performances in parks. And one outdoor theater has imported an entire British rep company.

Notable offerings include:

OREGON SHAKESPEARE FESTIVAL (Ashland): *Merchant of Venice*, *Lear*, *Twelfth Night* and *Henry VI, Part 1*.

OLD GLOBE THEATER (San Diego): *Macbeth*, *Much Ado About Nothing* and *Measure for Measure*.

PILGRIMAGE THEATER (Hollywood Hills): John Houseman's U.C.L.A. production of *Lear*, starring Morris Carnovsky.

RAVINIA FESTIVAL (Highland Park, Ill.): *Henry V*, *Twelfth Night* and *Hamlet*, put

* All times E.D.T.



Anyone who drinks beer this pure can't be all bad.

Bavaria's purity laws for beer are mean, strict and unrelenting. Würzburger must be made only from fragrant hops, fresh yeast, costly barley malt and water. No salt. No sugar. No artificial bubbles. No nonsense. Tough? For us. But nice for you. Würzburger's purity gives you the lightest, cleanest tasting beer in the world. Imported from Germany by Original Beer Importing and Distributing Co., Inc., New York, N.Y.

on by a British company under the direction of Peter Dews (who put together TV's "Age of Kings" series).

TYRONE GUTHRIE THEATER (Minneapolis): *Henry V*, starring George Grizzard.

GREAT LAKES SHAKESPEARE FESTIVAL (Lakewood, Ohio): *The Taming of the Shrew*, *Hamlet*, *Much Ado*, *Henry VI*, *Richard III* and *Antony and Cleopatra*.

SHAKESPEARE IN CENTRAL PARK (Louisville, Ky.): *Shrew*, *Macbeth* and *As You Like It* (all free).

IRISH HILLS PLAYHOUSE (Onsted, Mich.): *Richard III*, *Shrew*, *Twelfth Night*, *Macbeth* and *Comedy of Errors*.

SHAKESPEARE SUMMER FESTIVAL (Washington, D.C.): *Midsummer Night's Dream* at the foot of the Washington Monument (free).

ACADEMY THEATER (Atlanta): *Midsummer Night's Dream*, *Hamlet* and *Henry IV, Part 2*.

AMERICAN SHAKESPEARE FESTIVAL (Stratford, Conn.): *Much Ado*, *Richard III* and *Hamlet*.

NEW YORK SHAKESPEARE FESTIVAL (New York City): *Othello* at Central Park's Delacorte Theater and *Midsummer Night's Dream* touring the boroughs (both free).

STRATFORD FESTIVAL (Stratford, Ont.): *Richard II* and *Lear*.

CINEMA

A SHOT IN THE DARK. As Inspector Clouseau of the Sûreté, Peter Sellers pratfalls his way through a multiple murder case and proves beyond reasonable doubt that he is one of the funniest men alive.

ZULU. Brisk, bloody, eye-filling adventure inspired by the heroism of 1300 Zulu warriors who fought off 4,000 Zulu warriors at Rorke's Drift, Natal, in 1879.

THE UNSINKABLE HOLLY BROWN. This massive song-and-dancer based on Meredith Willson's also-ran Broadway musical owes nearly all its buoyancy to a raucous, winning, free-style performance by Debbie Reynolds as the rich mountain gal who yearns to make a splash in Denver society.

THAT MAN FROM RIO. Poisoned darts and snappish Brazilian crocodiles are among the dangers faced by Jean-Paul Belmondo in hilarious spoof of all the next-earthquake-please action pictures.

NOTHING BUT THE BEST. A mordantly funny variation on *Room at the Top*, this British comedy studies a climber (Alan Bates) who hires an upper-crust crumb to teach him the niceties of snobbery.

THE ORGANIZER. In this vivid, beautiful account of a 19th century strike in Turin, Marcello Mastroianni fascinatingly portrays the early labor leader as a kind of holy hoodlum.

YESTERDAY, TODAY AND TOMORROW. The ubiquitous Mastroianni, evenly matched against one of Italy's great natural wonders, Sophia Loren, in three racy modern fables directed by Vittorio De Sica.

BECKET. A stunningly filmed dramatization of the church-state conflict that becomes a death struggle between 12th century Archbishop of Canterbury (Richard Burton) and King Henry II (Peter O'Toole).

BOOKS

Best Reading

THE FAR FIELD, by Theodore Roethke. These poems, written in the last two years before Roethke died of a heart attack, are



Three Amsterdam attractions: a canal cruise [left], the Concertgebouw Orchestra [center], windmill and tulips [right].

Reliable **KLM** presents 3 tips on choosing the perfect place to begin your grand tour of Europe

KLM can fly you to 40 cities in Europe. They're all fascinating. Which one should you visit first? Experienced travelers will tell you to look for a place with three features: friendly people, low prices, convenient location. KLM recommends the perfect answer—Amsterdam.

1. Start in a friendly place. No city is friendlier than Amsterdam.

Perhaps the Dutch feel guilty about buying Manhattan for \$24. Perhaps they just want to show off their English. Whatever the reason, the people of Amsterdam go out of their way to welcome Americans.

But they are not content just to say hello and then leave you to find your own way around. They have special plans to help you get acquainted.

First, Dutch families invite you to visit their homes. Second, Dutch students act as guides. They will show you the Tower of Tears, the Rijksmuseum, Rembrandt's House and the *Amsterdammer's* favorite spots.

To learn more about how to "get in touch with the Dutch," clip coupon.

2. Pick a **thrifty** gateway. Some people spend a fortune in their heady, first few days in Europe. Then they have to

scrimp and scrape for the remainder of their trip. In Amsterdam, prices are so low, you won't suddenly run through a fortune.

You can feast on a 20-dish Balinese dinner for \$3.50. Stay in the *grandest* hotels for as little as \$9.50. Spend a princely evening in a nightclub for \$6. Two days of high living needn't cost more than \$30 in Amsterdam.

3. Choose a city that's close to other cities. From Amsterdam, you can fly to London, Paris, Brussels or Cologne in one hour.

Flights leave for London almost every hour on the hour.

Also, Amsterdam sits on the edge of

the continent. It's a *sensible* place to begin. You can do a circular tour of the continent without backtracking.

How to see Amsterdam for no extra air fare

It needn't cost you any more to go to friendly Amsterdam first. You can fly to any city in continental Europe and visit Amsterdam on the way for *no extra air fare*. Just ask your travel agent to book you on KLM with a KLM "bonus city" ticket.

KLM has a new 20-page brochure that tells you lots more about Amsterdam and some extraordinary KLM tour values. For a free copy, clip coupon.

FREE KLM BROCHURE



KLM's colorful new vacation catalog is chockful of KLM travel bargains in Europe, the Mediterranean, the Caribbean and around the world. Clip coupon for free copy. You will also get details on how to "get in touch with the Dutch."

KLM Royal Dutch Airlines, Dept. C
609 Fifth Avenue, New York 17. Tel: PLaza 9-3600

Please send me KLM's new 20-page vacation catalog called "The World Is Your Vacationland."

Name _____ Phone _____

Address _____

City _____

Zone _____ State _____

(Name of travel agent) **ROYAL DUTCH AIRLINES**





You recognize The Man in the White Suit—Commander Edward Whitehead.

The President of Schweppes U. S. A.
tells why Schweppes Tonic always has the same classic flavor
—whether you drink it in Hong Kong, Palm Springs, or Paris

WHILL YOU love your Gin-and-Schweppes Tonic in Tasmania the way you do at home?

"Of course you will!" promises Commander Edward Whitehead, President of Schweppes U.S.A. "Because it will *taste* just as delicious. Same persistent little bubbles. Same thirst-quenching, bittersweet *flavor*."

NYR2

You see, every bottle of Schweppes Tonic, no matter *where* in the world it is bottled, begins with the same secret blend of exotic ingredients.

That's why, in 63 countries, connoisseurs insist on Schweppes for an *authentic* Tonic Drink.

Then there's Schweppesverescence—famous little bubbles that last your

whole drink through. Nobody, anywhere, has succeeded in imitating Schweppes unique carbonation.

So whether you ask the barman for Gin-and-Tonic, Vodka-and-Tonic, Rum-and-Tonic, or plain Tonic...see that you get *Schweppes* Tonic. Made from imported English ingredients.

Curiously refreshing!



beautiful in themselves and provide for him an astonishingly true memorial. All the themes of which he was a master reappear: the greenhouse, the root, the plant and a troubled reaching toward God.

TO AN EARLY GRAVE, by Wallace Markfield. On a kind of comic Volkswagen odyssey through Brooklyn, four Greenwich Village intellectuals search for the funeral of a compatriot and discover themselves: pathetic, rather pretentious fellows who at heart prefer the cult of Humphrey Bogart to the cult of the *Partisan Review*.

TWO NOVELS, by Brigid Brophy. These short novels contain glittering prose, a variety of verbal tricks, and almost too many *tour de force* to digest at one reading. Already known as the most tart-tongued of British critics, Author Brophy has now hit a fictional stride that should place her well up in the ranks of Britain's formidable array of lady novelists.

THE SCARPER, by Brendan Behan. To "scarper" in Gaelic is to escape, and Behan runs off with some Dublin weirdos glorifying their past and dreaming their future. This short novel is vintage Behan (1953).

A MOVEABLE FEAST, by Ernest Hemingway. This memoir of Paris, which the author suggested should be read as fiction, has a ghostly quality: it reads as if the author had written in the '20s what in fact he wrote in the '50s. All the famous writers are there: James Joyce, Ezra Pound, Gertrude Stein, the Fitzgeralds, characterized memorably, if sometimes nastily.

THE INCONGRUOUS SPY, by John Le Carré. A reissue of the author's first two books in one volume. One is a slightly fey mystery set in C. Day Lewis' social set at Oxford; the other is a dress rehearsal for *The Spy Who Came In from the Cold*—with all the props, some of the characters and bleak tone. Both plots are exciting.

JULIAN, by Gore Vidal. Into his fleeting reign as Emperor of Rome (A.D. 361-363) Julian crammed enough wars and grandiose plans to make Alexander the Great seem inert. With elegance and flourish, Vidal's novel records every last adventure, including Julian's attempt to abolish Christianity, but it does not quite capture its elusive subject.

Best Sellers

FICTION

1. *The Spy Who Came In from the Cold*, Le Carré (1 last week)
2. *Convention*, Knebel and Bailey (2)
3. *Armageddon*, Uris (6)
4. *Julian*, Vidal (8)
5. *Candy*, Southern and Hoffenberg (3)
6. *The Spire*, Golding (7)
7. *The Group*, McCarthy (5)
8. *The Night in Lisbon*, Remarque (4)
9. *The 480*, Burdick
10. *Van Ryan's Express*, Westheimer (10)

NONFICTION

1. *A Moveable Feast*, Hemingway (1)
2. *The Invisible Government*, Wise and Ross (3)
3. *Four Days, U.P.I. and American Heritage* (2)
4. *Crisis in Black and White*, Silberman
5. *The Green Felt Jungle*, Reid and Demaris (8)
6. *Harlow*, Schulman
7. *A Day in the Life of President Kennedy*, Bishop (5)
8. *Diplomat Among Warriors*, Murphy (4)
9. *Profiles in Courage*, Kennedy (9)
10. *My Years with General Motors*, Sloan (10)



When he graduates from college...



This ELJER lavatory will still be keeping first graders clean

Twenty years or more isn't an unusual life span for Eljer fixtures like the "Delwyn" vitreous china lavatory with Eljer Lifetime Brass fittings. Behind such longevity are quality materials and craftsmanship. Eljer also carefully makes fixtures from sturdy cast iron and formed steel; gives each a gleaming finish that resists acids. Whatever the material, they're good looking, too, styled to stay in fashion year after year. When you want long-lived, low-maintenance fixtures and fittings for your schools, specify Eljer. For more information, write The Murray Corporation of America, Eljer Plumbingware Division, Dept. TM, P.O. Box 836, Pittsburgh, Pa. 15230

ELJER
SINCE 1904 FINE PLUMBING FIXTURES

**American Airlines
announces
a major innovation in
jet scheduling
between New York
and Los Angeles.**

Every-other-hour departures throughout the business day.

(The most convenient transcontinental schedule in airline history.)

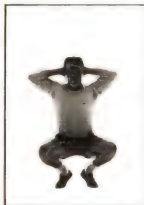
A total of 14 non-stop jet flights.

(More than any other airline ever.)

On-the-hour departures.

(The most easily remembered timetable possible.)

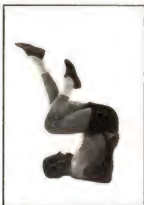
To Los Angeles: 10 am, 12 noon, 2, 4, 6, 8 and 11:15 pm / To New York: 9, 10 and 11 am, 1, 3, 5 and 11 pm.



squat



push-up



pump



sit-up



GET THE SAME RESULTS ON EXERCYCLE®

For too long, physical fitness has been synonymous with gritting teeth, straining muscles, reddening faces, and muttered curses. That's understandable if you had to do all the above exercises separately.

Although you and every member of your family require exercise every day, ask your doctor, if you don't believe us, you can make it a pleasant experience.

Just sit down on the Exercycle, the family exercise machine. Switch it on. And select the daily interesting program of active

exercise tailored to your needs. You'll exercise all your essential muscles, stimulate your circulation, improve your appearance, and help work off everyday nervous and emotional tension. In as little as 15 minutes a day. Quite a machine.

There's only one way you can find out more about this remarkable family exercise machine: Fill out the coupon and mail it to us today for a free booklet. Or ask for your free no obligation ride on the **EXERCYCLE**.

WRITE FOR FREE BOOKLET TODAY!

EXERCYCLE CORPORATION

630 Third Ave., New York, N. Y. 10017

YUkon 6-4590

Give me a free, no obligation ride on the Exercycle.

Call me for an appointment at _____

Send me the free, informative literature on the Exercycle.

Name _____

Street _____

City _____

State _____

Zip _____

002



I WANT YOU

Are we still Yankee Doodle Dandies?

In a recent issue of TV Guide magazine, Donald Hyatt, producer of Project 20's telecast "The Red, White and Blue," told of some of his experiences in putting the show together. At a Veterans Day parade, for instance, Mr. Hyatt watched 25 Old Glories come fluttering down Fifth Avenue to a resounding silence. Hats remained on, arms hung listlessly. Uncle Sam's nieces and nephews were unmoved.

Mr. Hyatt also cited instances in which the spirit is still very much alive, and gave thoughtful comment on the subtle changes patriotism has undergone in modern America.

"What Happened to the Spirit of '76 in '64?" is characteristic of the broad spectrum of interest our readers have in the serious as well as the light side of television. Our subject matter may range from S. J. Perelman's lament on television writing for profit to Senator John Pastore's views on television's stand on free speech.

With it, TV Guide magazine commands a reading attention unmatched by any other mass magazine. Starch Adnorms are also dominant and the cost efficiency is unequaled among mass publications. This is why TV Guide with 21 million adult readers is such an impressive medium for your advertising.

SOME FACTS AND FIGURES ABOUT OUR MAGAZINE

On October 3, TV Guide's rate base will go to 9 million with no increase in CPM. A dual audience family magazine, TV Guide affords advertisers far greater concentration (41.8%) among the heavy-spending under 35 adult age group than Life, Post, or Reader's Digest. TV Guide magazine can play a vital role in your advertising—and sales.

Source: 1964 Standard Magazine Report. W. R. Simmons & Associates Research, Inc.

America's Biggest Selling
Weekly Magazine





Expressly
for travelers to
COPENHAGEN
most frequent
DC-8 JETS
transatlantic from New York
transpolar from California

SAS serves more cities in Europe
than any other transatlantic airline

SAS
Scandinavian Airlines System
638 Fifth Ave., New York 20, N. Y.
or see your SAS travel agent

USO

is
there
colored
you if
you care...

Bringing a touch of home to 2,500,000 Americans in uniform, guarding our freedom around the world. But U.S.O. gets no government funds. All its good work depends on some 80,000 volunteer workers, and the money you contribute. Tell 'em someone back home cares: **GIVE through your local United Fund or Community Chest.**

Published as a public service in co-operation
with The Advertising Council

THE NEW YORK FAIR

The fair is fun, in hundreds of pavilions, amusements and restaurants sprawled over an area almost as large as Central Park. To see it with pleasure calls for some planning. Herewith some highlights.

PAVILIONS

SPAIN'S pavilion is a gentle interlacing of courtyards and corridors filled with endless surprises of light and shadow. Its attractions include priceless paintings of old and modern masters, an impressive showing of its young avant-garde artists, folk dancers who perform in a garden studded with red geraniums and, in the Market Plaza, hot *churros* and cold *horchata*. It alone is easily worth a day at the fair.

JAPAN juxtaposes its ancient arts with its modern technological achievements: the delicacy of intricate arranging and a model of the world's fastest train, wood-block printing and powerful microscopes. Dominating the three-building complex is one of the finest works of art created for the fair: Masayuki Nagare's thunderous stone wall, carved out of lava rock.

JOHNSON'S wax has a fine film totally innocent of commercial or sexy intent. A little boy stares at the city through a prism that changes boredom to beauty. For the viewer the film does much the same thing. *To Be Alive!* is one of the few events worth a wait.

GENERAL ELECTRIC, Part of the outside wall revolves, taking six auditoriums full of people around Walt Disney's puppet drama of domestic electricity. In the building's core, there is a show about the universe on the dome and a display of atom fusion in the basement.

IBM, A huge hydraulic mechanism grinds away and whisks you 53 ft. up into IBM's huge egg nesting in steel trees. There you can peek 90 ft. down to the ground or settle back and be assaulted by a plethora of images flipping onto nine screens faster than you can blink.

COCA-COLA, In this delightful walk-through exhibit, Coke turns up in the darndest places: hidden in a Hong Kong fish market, along the Taj Mahal's jasmine-scented promenade, tucked in a Bavarian snowbank, cooling in a Cambodian rain forest, or gracing the captain's table on a cruise ship to Rio.

PROTESTANT AND ORTHODOX CENTER, For an eloquent little film called *Parable*, Writer-Director Ruff Forsberg chose a setting much like the fair itself. A sad-eyed clown in whiteface trails behind a circus troupe, collects a host of friends and a slew of enemies. Finally, when he frees some human puppets from their cruel manipulator, he is symbolically crucified.

FINE ARTS, The former Argentine pavilion makes a splendid, spacious showcase for "American Art Today"—250 paintings, prints and sculptures from as many contemporary artists. Most modern masters are represented, but a certain homogeneity makes the exhibition less exciting than it could have been.

ILLINOIS, Honest Abe sits somber and silent in a high-back chair, rises, bows, and delivers a 10-min. oration. Disney's Lincoln is a little stolid, but then he is stuffed with things like steel, air tubes and hydraulic valves.

FLORIDA has pink flamingos nuzzling in

a garden, porpoises prancing in a pool, and a little gem of an art show. The 13 paintings and three sculptures, all masterworks, include a Rubens, a Veronese, one of Monet's wavy *Water Lilies*, a smoo h Brancusi bronze, a stark Soulages and Gaston Lachaise's *Elevation*.

VATICAN, Some 78,000 people daily have been viewing the *Pieta*. That its monumental tenderness manages to penetrate the frigid atmosphere is a tribute to Michelangelo's genius. In the chapel upstairs is *The Good Shepherd*, a magnificent early Roman sculpture, also from the Vatican's vast collection.

GENERAL MOTORS' Futurama ride glides past floating space stations and aquaplanes touring the ocean's depths. What excites the imagination most is what seems most possible (and needed): three dream cars designed to run on automatic highways where the driver would push a route-programmed punch card into a slot, turn over all controls for the trip to an electronic system.

FORD, New cars carry fairgoers into a Disney version of the prehistoric past; the rest of the place seems filled with Fords—new, old, antique, and even parked in ponds around the pavilion like, well, like water lilies.

ENTERTAINMENT

OREGON, A logger jubilee on the banks of the Flushing River. Husky lumberjacks like "Big Bad John" Miller saw and chop through giant timber in jig time. Logrollers joust each other into the amber waters, and a death-defying treecropper climbs a towering Douglas fir to do the Charleston 110 ft. up—without a net.

CARIBBEAN, At night torches blaze in the breeze, couples congregate at thatched-roof tables, while brown-skinned babes in tighter-than-skin pants gyrate to the hot blasts and cymbal beat of bongo drums and steel bands. There is no place to dance, but the itchy-footed shake or shuffle outside on the sidewalk. It is, perhaps, better not to mention the food, but there is a \$3 minimum after 6 p.m.

HELICOPTER TOUR, From the air, the riotous array of bubble-tops, fluted roofs and rainbow-colored domes make the fair look like a toyland tucked along Flushing Bay. Choppers lift off every eight minutes from the Port Authority heliport, make a figure 8 before plunging back down.

THE AFRICAN PAVILION is the swingin'est—and the noisiest—place at the fair. For \$1 you can walk past monkeys, giraffes, and native objects *dart* into a gravel clearing surrounded by African huts flying the flags of 24 small nations; there watch red-robed Royal Burundi drummers, Olutunji and his passion drums, and gaily garbed Watutsi warrior dancers.

CHILDREN & TEENAGERS

U.S. RUBBER, A giant rubber tire, six stories tall, frames a newfangled Ferris wheel popular with youngsters. After loading up, the swinging bucket seats go for a two-trip spin over the top.

HALL OF SCIENCE, Atomsville, U.S.A., is strictly for small fry. So that parents will take the hint, the entrance is only 5-ft. high. The little visitors can prospect for uranium on a world map, produce elec-

I understand you are
"The Manchester Guardian
of America."

And I hear you are
"The Washington Post
of Britain."



Not really. The Guardian follows the British formula of national daily circulation and backs this with a Weekly of worldwide distribution. The Washington Post fits the American pattern of locally concentrated circulation and does this so well it's read

by three out of five Washingtonians, has nearly 50% more circulation and much more advertising than any other Washington paper.

But to this extent The Guardian and The Washington Post are similar: Each is famed beyond its

native city. Each is held in respect by editors and world leaders everywhere. And each is considered essential reading by top officials of its own national government.

The Washington Post



Tanqueray

(TANKER-RAY)

is the Gin

in the Antique Green Bottle.
Uncompromisingly dry.
Engagingly smooth.
Distilled English Gin,
Strength: 94.6 proof.

DISTILLED, BOTTLED & SHIPPED FROM LONDON FOR J. M. McDUNN, INC., NYC 100% GRAIN NEUTRAL SPIRITS

SMARTEST JETS TO

BOGOTA·QUITO·LIMA·BUENOS AIRES
ONLY JETS TO ALL FOUR!



Fan/Jet fast from New York and Miami to Colombia, Ecuador, Peru and Argentina—connections to all South America. From Mexico City or Panama to Bogota, fly with the gals in the Red Ruana®, fashion cloak of the Andes. Enjoy Latin America's finest hospitality!

AVIANCA
THE COLOMBIAN AIRLINE

Call your
Travel Agent
or JUL 6-6040

6 West 49th Street, New York 20
Miami • Chicago • Los Angeles • Washington, D. C.



tricity by riding bicycles, shoot "neutrons" at "uranium atoms" on a pinball machine, and measure their weight in atoms. They seem to have plenty of fun, whether or not they learn very much about atoms.

TIVOLI GARDENS PLAYGROUND. The Dunes are adept at entertaining children, and they take it seriously. Created by 13 of Denmark's top artists and architects, the playground is modeled after Copenhagen's. Kids can sail paper boats in shallow canals or scoop down a slippery slide into a sandbox, sit at tiny-tot tables and watch fireflies flit in the trees or play hide-and-seek in a maze with magic mirrors.

MINNESOTA brings a bit of the Big Woods to Flushing Meadow. Through winding waters and twisting tunnels, you can paddle your own canoe or, from a wooden bridge, fish for well-fed trout that will outfox the most dexterous angler.

RESTAURANTS

FESTIVAL OF GAS. Its blue and green color scheme is one of the coolest sights in the industrial area. From the glass-walled room, the diner can look out over a flower-sprinkled roof while enjoying such entrees as compe of squash, tenderloin flared in bourbon or baked country ham. \$6-\$12.

TOLEDO, in the Spanish pavilion. "French cuisine is the best in the world," says Spanish Chef Francisco Gonzalez. "That is, the way I do it." The way he does it is just fine, and so is the service by a small armada of trim, bolero-jacketed waiters. \$5-\$25. The pavilion's No. 2 restaurant, the Granada, serves an all-Spanish menu that features *gazpacho* and *paela* at slightly lower prices.

THE MILLSTONE. From the colonial atmosphere of the New England pavilion's restaurant, you can look out onto a millpond while enjoying down East specialties like johnnycakes with hot maple syrup, clam chowder, giant breaded lobster, blueberry slump and apple grunt. \$5-\$9.

MOULTRAY'S POLYNESIAN. The Polynesian punch, served in an earthen vessel that looks like a tiny totem pole, is garnished with fruits and flowers and a little lantern. Egg rolls are stuffed with tangy tidbits, and steak and shrimp are served on small bamboo spears. \$3-\$12.

FOCOLARE, in the Mexican pavilion, is one of the handsomest dining rooms at the fair. It serves good Mexican food: chicken, tacos and enchiladas while *marichu's* serenade the cocktail crowd in the Café Alameda below. \$4-\$15.

MARYLAND'S restaurant overlooks a fisherman's wharf with eel pots dangling in the water, is a favorite for those who like down-home cooking. On the menu: terrapin, shad roe and, of course, Southern-style fried chicken. \$3-\$10.

DENMARK. The modern Danish restaurant has a sumptuous cold table that includes herring, lobster, salmon and eight different meats. The akavut comes packed in ice, and packs a wallop of its own. \$6.

SWEDEN, too, has a smorgasbord, but here you help yourself. \$6.

INDONESIA. The royal-looking pavilion shaped like a crown houses a favorite feeding spot for potentates and VIPs. An Indonesian feast is served, while on a center stage Sumatran and Balinese beauties oscillate to the contrapuntal gangs of the gamelan. \$7.

* Dinner prices per person.



This Girl Friday even does great work Mon-Thurs

That's why she's an American Girl! She likes to work—and work well. We know. We've tested and screened her, and we're pretty demanding. If she's met our superior standards, we think she'll meet yours. ☐ **Temporary** (on our payroll): These American Girls move right in with a minimum of questions asked. They adjust fast to your office routines and machines. ☐ **Permanent** (on your payroll): A personally-assigned AGS staff member thoroughly familiarizes herself with your needs, then searches until she discovers the best person to fill them. Know who she'll be? "The right girl for your job."

Phone (212) MO 1-0800

200 East 42nd Street, New York, N.Y.



American Girl Service

Office Help—Temporary or Permanent

A close-up photograph of a hand pressing one of many buttons on a control panel. The buttons are arranged in rows and have a distinctive design: a red top half and a white bottom half. The background is blurred, showing more of the control panel and some out-of-focus lights.

we've put our finger on stainless stainless

Keeping big sheets of stainless steel unmarred has always been a steel-maker's nightmare. They're heavy — and delicate. And they require a lot of manhandling through nine operations from coil to shipping crate. Now we've changed all that. This is a control center for the first completely automatic process to handle steel sheets flawlessly. No scratches. No stains. Not even fingerprints. When we say stainless, we mean it.

McLOUTH STEEL CORPORATION—DETROIT, TRENTON AND GIBRALTAR, MICHIGAN
NYR4





Non-conventional

Carte Blanche is the non-conventional credit card. How come?

Well, for instance, though we hope you never need it, your Carte Blanche card immediately establishes your credit at more than 1,300 hospitals in all 50 states.

The National Restaurant Association endorses only one credit card—Carte Blanche. And over 7,000 fine restaurants honor it instantly.

One all-purpose credit card provides coast to coast credit at thousands of major service stations. Carte Blanche. More than 3,000 car rental agencies and many leading

airlines readily accept it, too.

Your stay at any Hilton Hotel or Inn throughout the world can be charged to only one all-purpose credit card account. That's right—Carte Blanche. And it's as good as gold at 4,000 other fine hotels and motels as well.

If you've been splitting your vote among other candidates, or even if you've been anti-credit-card up to now, it's time for a change. Vote Carte Blanche for precedent. Pick up an application wherever you see this sign, or write to Carte Blanche, Dept. T47, 8544 Sunset Blvd., Los Angeles, Calif. 90069.



LETTERS

Party in San Francisco

Sir: How can anyone blame Ike for refusing to endorse a G.O.P. nominee for President? After all, it was he who recommended our present Chief Justice. Such a horrible blunder should keep him silent for the rest of his life.

V. C. SILER

Ramona, Calif.

Sir: President Johnson is selling this country short by his refusal to tell the American people the truth about the dangers we face with Red China and Russia. Senator Goldwater is a true American who wants to defend the rights of every American. When Goldwater becomes President, the White House will become a place of truth and sincerity.

NICHOLAS KIROUS

Lowell, Mass.

Sir: I am disturbed by the large number of letters in your column that imply that if one is not for Goldwater, one's patriotism is somehow suspect. I hope that such a basically undemocratic way of thinking represents only a small number of the Goldwater supporters.

HOWARD C. WOLFE

New York City

Sir: If Goldwater wins the nomination, Lyndon Johnson gets my vote, and the Democratic Party gets my registration. My Republican Party will be defunct, and I cannot support a party remade to conform with a man who is not a Republican.

C. G. CAMPBELL

Annapolis

Sir: Barry Goldwater represents the first major breakthrough in "political conservatism" since the days of Teddy Roosevelt. Let's rid ourselves of this clique of liberals, Commie lovers, "intellectuals" and spend-nuts; let's extinguish the eternal flame of mediocrity and move up to greatness.

C. RAND

Boston

Sir: It is a downright pity to see great Americans like Romney, Ike and Dirksen refuse to speak against Barry. Instead of doing what they know is morally right, they jump on Barry's bandwagon for personal rewards. As a Democrat, I congratulate Scranton and Lodge for giving Goldwater a fight.

RICHARD CONSOLA

Boston

Sir: Goldwater's views do not disturb me so much as the fact that his views apparently do not represent the majority

of Republicans in this country. I hope that the system by which we nominate a candidate for the presidency has not degenerated to the point where the candidate is chosen irrespective of the wishes of the people who make up the party.

RICHARD SELDEN EATON

Washington, D.C.

Sir: Senator Dirksen's nimble leap aboard the Goldwater bandwagon [July 10] is a sad exercise in a politician's descent from statesmanship. We are fortunate that he cannot take back the civil rights bill and the test ban treaty even as he forfeits our confidence and trust.

DAVID L. PASSMAN

Chicago

Sir: It is difficult for me, or any other Republican, to believe that Senator Dirksen "fully intends to be on what he feels is the winning side." It is more factual to say that Dirksen is on the side that he feels is the right side—win, lose, or draw.

KURT BAYMUEER

Watertown, S. Dak.

Missing in Mississippi

Sir: Your statement that "despite its high purpose, the Negro revolution breeds violence and death" [July 3] must have been welcomed in the South. If the three young men had chosen to spend a less dedicated, more relaxed summer, if Postman William Moore had stayed off the highways, if the Negro girls had slept late and not attended their Birmingham church, and if Medgar Evers had never joined the N.A.A.C.P., there would still be violence and death in the South. There always has been.

ANTIA ZEELMAN

Los Angeles

Sir: I am outraged and disgusted that members of our U.S. Navy are used for the purpose of trying to locate three no-good rabble-rousers in the South, Schwerner, Chaney and Goodman went to Mississippi looking for trouble, and if they got it, they deserved it.

MRS. ROBERT W. LISTER

Lawton, Okla.

Sir: Would not the people in the North react violently to an equal number of Southern students entering Harlem with a similar purpose? Human nature being what it is, I believe they would. It is time for the Northern press and civil rights groups to take care of their own problems before

interfering in those of the South. When will the hypocrisy end?

J. DAVID KELLEY

Wayne, N.J.

Key to Defeat?

Sir: The warm and enthusiastic reception that Attorney General Robert F. Kennedy received from the people of "Communist" Poland [July 10] shows that the key to the defeat of Communism lies in Eastern Europe. If handled correctly, the affection that the satellite countries have for Western democracy will spread into the Soviet Union itself.

JOHN J. NEUBERT

Yonkers, N.Y.

Scanning Scandinavia

Sir: You managed to bring the whole world of Scandinavia concisely and fully into the pages of TIME [July 3]. You pinpointed the reasons why the number of North American visitors to Denmark, Finland, Norway and Sweden have increased more than three times over in the last ten years; they go, not only for pleasure, but also to observe and study the exciting and, on the whole, remarkably successful Scandinavian solutions for so many of the problems that face all societies.

TORE H. NILERT

President

Scandinavian Airlines System, Inc.
New York City

Sir: Although I have always been sharply critical of TIME, I must admit you have made an honest and objective presentation of the subject of Scandinavia. You did not spice the story with distortions on Scandinavian welfare schemes, suicide rates, divorce rates, etc. I was amazed at your treatment of sexual mores. It's good to know that it is possible for the nation's largest newsmagazine to report objectively.

ROGER RAPOPORT

North Muskegon, Mich.

Sir: I would guess that your picture of the "craggy Scandinavian coast" must be the wild west of Norway, but where?

REIDAR F. SOGNAES, D.M.D.

Los Angeles

► Wrong guess. It's the western coast of Sweden, one of the *Färöerne*, islands belonging to Denmark.—Ed.

Sir: I am here on a holiday visiting American relatives, and read your Scandinavia article. Why do you deceive your readers into thinking we Swedes are capitalist? We have been Socialist for many years. As for having a living standard higher than yours, I never see at home the poverty, filth and lack of hope I see here in the U.S.

BERT ENGSTRÖM

St. Louis

Sir: Having been a regular visitor to Scandinavia for 15 years, I am appreciative of your article. However, the article failed to give due recognition to Norway, the country that has been our closest ally from a military standpoint—as well as a land offering more cultural, scenic and commercial attributes than were depicted. You failed to mention that Norway's unemployed totals about 2,700, or about 1/10 of 1% of the total population. Norway gives benefits to its workers as yet unheard of in the U.S., but industry still competes in world markets.

D. F. NUGENT JR.

Wellesley, Mass.

SUBSCRIPTION SERVICE

Please include a TIME address label to insure prompt service whenever you write us about your subscription.

Mail to: TIME Subscription Service
540 N. Michigan Ave., Chicago, Ill. 60611
Charles A. Adams, Gen'l Mgr.

To subscribe mail this form with your payment, and check ☐ new subscription ☐ renew my present subscription.

Subscription Rates in the United States and Canada: 1 year, \$9.00; 2 years, \$18.00; 5 years, \$25.00. Subscription rates for all other countries available on request.

CHANGE OF ADDRESS

ATTACH LABEL HERE

If you're moving, please let us know five weeks before changing your address. Place magazine address label here, print your new address below. If you have a question about your subscription, place your magazine address label here and clip this form to your letter.

name

address

city

state

zip code



Where do martini drinkers go in the summer?

Back to gimlets.

What is the gimlet? Well, it isn't all sweet and sugary. It isn't something cluttered with fruit. It isn't even for girls especially.

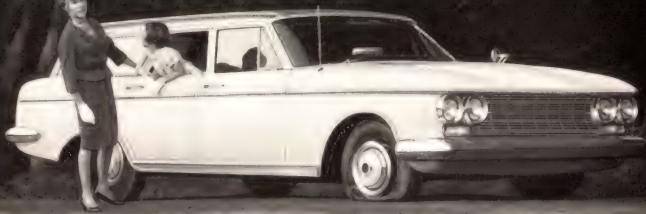
The gimlet is the coolest thing that ever happened to gin or vodka. It's a tropical cocktail made only with the juice of limes grown by Rose's in the West Indies. The gimlet is the only summer cocktail with an adult, interesting taste.

So take four or five parts gin or vodka, add one part Rose's, ice and stir. Martini drinker, cool off.



CONTINENTAL CAN COMPANY MAKES CANS. AND





When there's no man around...



Goodyear should be.

She's stranded. Helpless. A flat tire and no one in sight to change it.

But now with LifeGuard Safety Spare she'll never have to change a tire.

Because the LifeGuard is not just a shield or tube, but a fully-inflated tire, with tread, cord and bead. Designed to keep her going even with a flat, puncture... or blowout.

The secret of LifeGuard is two tires.

One inside the other.

The outside tire is the Double Eagle. It's made with exclusive Vytacord polyester... the "dream cord" that's strong as nylon and smooth riding as rayon... yet cooler running than both.

And like all Goodyear auto tires, the Double Eagle is made with Tufsyn rubber, that's 25% more durable.

In fact, the Double Eagle is the toughest,

longest-wearing tire you can buy.

Add LifeGuard Safety Spare and it becomes the safest tire in the world.

Chances are the Double Eagle will never let her down. But if it should, the LifeGuard Safety Spare takes over.

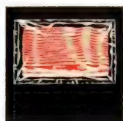
She'll never have to stop to change tires... even with a blowout.

It's almost as good as having a man around.

GO GO GOODYEAR

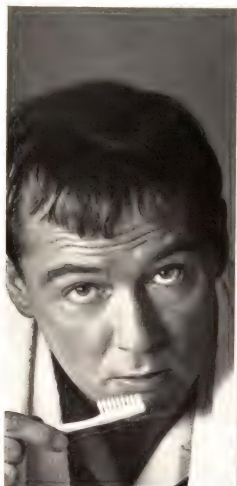
More People Ride On Goodyear Tires Than On Any Other Kind

Double Eagle, LifeGuard, Tufar, Vytacord, T-M, Ty,
The Goodness Line & Rubber Company
Akron, Ohio



CONTINENTAL CAN COMPANY MAKES PLASTIC BOTTLES, FLEXIBLE PACKAGES
AND CANS. AND





**Any toothbrush
helps clean your teeth...**

Your dentist will tell you that nothing causes as much adult tooth loss as gum disease and that a most frequent cause of gum disease is tartar. He'll tell you that tartar begins as plaque, a film on your teeth that quickly hardens into this tough, cement-like substance. Once tartar forms, only your dentist can remove it.

BROXODENT (Squibb Automatic-Action Brush for Teeth and Gums) helps remove this tooth film and thus helps to prevent



**Broxodent helps clean your teeth better
and stop the #1 cause of tooth loss**

tartar from ever forming in the first place!

And BROXODENT does this vital tooth-saving job better and more thoroughly, because BROXODENT delivers 120 up-and-down brushing strokes per second. BROXODENT sweeps away even tiny food particles, refreshes your gums, and then leaves your whole mouth feeling tinglingly clean.

BROXODENT was tested and developed in dental clinics. Most people are buying

BROXODENT on their dentist's recommendation. There are some 20 other automatic toothbrushes available. None is quite like BROXODENT. You will find BROXODENT has constant, unfailing power. No batteries, or plug-in converters.

BROXODENT comes with four individually colored snap-on brushes. Extra brushes available at your druggist's.

The perfect gift for weddings and for birthdays is BROXODENT.

Ask your dentist about **Broxodent®** the automatic toothbrush from **SQUIBB**



BROXODENT®... the Automatic-Action Brush for Teeth and Gums from SQUIBB... a leader in dental research / BROXODENT® is a trademark - SQUIBB DIVISION, Olin



CONTINENTAL CAN COMPANY MAKES GLASSWARE, GLASS CONTAINERS, STEEL
 PAILS, FOLDING CARTONS, CORRUGATED CONTAINERS, PLASTIC BOTTLES
 FLEXIBLE PACKAGES AND CANS. AND





"History teaches everything, even the future"

...said Lamartine. Man's plans for the future are built on what he knows. To give perspective to the experience of the past, American educators have long relied on Rand McNally's history textbooks for schools and colleges.



RAND MCNALLY Publishers • Printers • Mapmakers
Serving America's schools, homes, commerce, and industry
CHICAGO • NEW YORK • WASHINGTON • SAN FRANCISCO



CONTINENTAL CAN COMPANY MAKES PAPER CUPS, PAPER PLATES, PAPER-BOARD PRODUCTS, PAPER BAGS, CLOSURES, FIBRE DRUMS, GLASSWARE, GLASS CONTAINERS, STEEL PAILS, FOLDING CARTONS, CORRUGATED CONTAINERS, PLASTIC BOTTLES, FLEXIBLE PACKAGES AND CANS. ALL TOGETHER, WE HAVE 163 PLANTS THAT MANUFACTURE OVER 2,000 DIFFERENT PACKAGES. THE LARGEST TECHNICAL RESEARCH CENTER IN THE INDUSTRY. AND ENOUGH SALES OFFICES TO MAKE US YOUR NEXT-DOOR NEIGHBOR. IT ALL ADDS UP TO A LOT OF REASONS FOR MAKING CONTINENTAL YOUR PACKAGING PARTNER. WHY DON'T YOU.

CONTINENTAL CAN COMPANY 



How to put the B·R·R in B·R·BON!

Pack snifter or old-fashion glass with crushed ice, add finger of Old Fitz and twist of lemon. Let frost ... relax and enjoy!

We call it a FITZ MIST...you'll call it marvelous!
Nothing chillier. Nothing easier. Nothing more
memorable than the frosty flavor of
the One and Only **OLD FITZGERALD**

Bottled-in-Bond Kentucky Bourbon



THE WEEKLY NEWSMAGAZINE

EDITORIAL CHAIRMAN
CHAIRMAN, EXECUTIVE COMMITTEE

EDITOR

MANAGING EDITOR
Steve Dierckx

ASSISTANT MANAGING EDITOR
James E. Koss

SENIOR EDITORS

A. T. Baker, Robert W. Boyd Jr., Champ Clark, George G. Daniels, Michael Demarest, William Farfus, Henry Anatole Gramscall, Edward Hughes, Edward L. Jamieson, Cranston Jones, Richard Semmon.

ASSOCIATE EDITORS

Douglas Auchincloss, Irene L. Birnbaum, Gilbert Cant
Henry Bradford, Douglas E. Jr., John E. Nelson, Burke
T. Harshorn, Charles P. Jackson, T. E. Kahane, John
Kedzie Jonathan Norton Leonard, Marshall Leeb, Roy
Magnuson, Peter Bird Martin, Robert McLaughlin
John McFalls, Martin O'Neill, Charles Parvizi, John
M. Scott, Robert Shaverston

CONTRIBUTING EDITORS

Harriet Bachman, Jon Borgeltzner, Chad Brown, Kathryn
Burgheim, John M. Cavanaugh, Allen L. Cline, Watson
Coyne, Spencer L. Davidson, Johanna Davis, Duffles
Dotts, Arnold Howard Drapkin, John Gregory Dunne
Joe M. Ferrer III, Timothy Fester, Alan H. Gersmann
John H. Givens, Robert L. Givens, John J. Grant
William Johnson, Robert P. Jones, Howard Jones
Kennedy, Ronald P. Kries, Alysia Lee, David C. Fox
Mitchell R. Levine, George Loe, Richard Murphy, Phyllis
Perry Schumie, Thomas G. Isaac, Eugene Slomk, Jerald
L. St. John, John W. St. John, John W. St. John
Wurrier, John Noble Wilford, Bruce Williamson

EDITORIAL RESEARCHERS

[illegible]

CORRESPONDENTS

[illegible][illegible]

REFERENCES

PUBLISHER

Bernhard M. Auer

ADVERTISING DIRECTOR
Robert C. Gordon

ASSISTANT PUBLISHERS: LAWRENCE F. LAVENDER
JOHN J. FRY

GENERAL MANAGER JAMES A. THOMASSEN

© 1966 Time Inc. All rights reserved.

The Associated Press is exclusively entitled to the use or republication of the local telegraphic and cable news published herein, originated by TIME, The Weekly News magazine, or obtained from *The Associated Press*.

TIME, JULY 17, 1964

Bernard M. Auer

THE civil rights issue was close to the top of the news, almost everywhere one looked in the U.S., last year in Washington, throughout the South, and amid the political sound and maneuver in San Francisco. How the U.S. reacted in the first week of the new law is reported and analyzed in *THE NATIONS* and *THE LAW*. To complete the perspective on this historic turning point in the relations between the races in the U.S., the editors of *TIME* decided they should present a deeper analysis of the traditions, emotions and psychological factors that lie at the roots of the problem and the progress. As the subject for that study, they chose the late great novelist William Faulkner, whose perceptive view from within the U.S. South illuminated the crisis of conscience in race relations long before it worked its way out of the shadow.

This is Faulkner's second appearance on TIME's cover. The first (Jan. 23, 1939) preceded his Nobel Prize by eleven years and was based on TIME's judgment that he was the "central figure" in Southern literary life. Reaching back to that point and beyond, the raw material for this week's Faulkner story was considerably different from that for most cover stories. Although Senior Editor A. T. Baker, Writer Horace Jud-

son and Researcher Martha McDowell had at hand some 70 pages of current reporting from TIME correspondents covering the civil rights front and a wealth of other background from TIME's library, the bulk of their material came from Faulkner's writings. In ten days of preparing for the story, Judson read or reread from cover to cover some 13 volumes of Faulkner's works.

Judson is especially equipped for an assignment that calls for such concentrated reading. A native New Yorker who graduated from the University of Chicago (A.B.) at 17, Judson at 21 wrote *The Techniques of Reading*, a widely used textbook for college freshmen who want to learn how to read faster and with more comprehension. A onetime bureaucrat (as a civilian employee of the U.S. military in Berlin), reading teacher, book manuscript editor, advertising copywriter and as content executive, Judson is now a member of Time's Books staff. As might be expected, he reads faster than most people, but he considers himself slow as a writer, spent some 70 hours at the typewriter on the Faulkner story.

For the cover portrait, Artist Robert Vickrey did his pen-and-ink drawing from photographs taken not long before Faulkner's death.



HORACE HUDSON



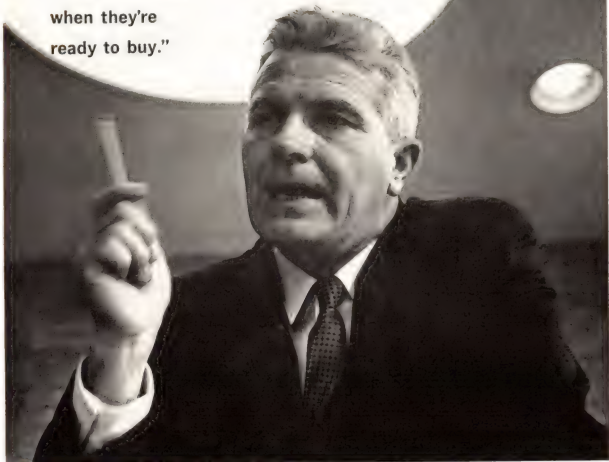
FALLNER JAN 23 1936

INDEX

Cover Story...44

Art.....	58	Medicine.....	64	Science.....	55
Books.....	44	Milestones.....	84	Show Business.....	50
Cinema.....	86	Modern Living.....	66	Sport.....	72
Education.....	43	Music.....	61	Time Listings.....	4
The Hemisphere.....	35	The Nation.....	19	U.S. Business.....	74
The Law.....	62	People.....	38	The World.....	28
Letters.....	6	Press.....	68	World Business.....	82
		Religion.....	56		

**"We've got to
reach customers
when they're
ready to buy."**



**Idea: Call your customers by Long Distance—
before they run out of stock!**

Lakeside Manufacturing Company, Milwaukee, Wis., producer of stainless steel carts, uses Long Distance to reach distributors at prime buying periods—usually when their inventory is about two-thirds depleted.

"This way, we are able to contact customers at the opportune time for them to buy. As a result, our sales are up 18%," says Robert W. Moon, Lakeside president.

Our communications consultant can show you how Long Distance can help increase your sales and profits. Just ask your Bell Telephone Business Office to have him get in touch with you.



BELL TELEPHONE SYSTEM

Talk things over. get things done...by Long Distance



TIME

THE WEEKLY NEWSMAGAZINE

July 17, 1964

Vol. 84, No. 3

THE NATION

REPUBLICANS

The Cinched Nomination

In its main order of business, the 1964 Republican National Convention was all but over before it began. Barry Goldwater's presidential nomination was as close to a cinch as anything in politics can be.

But that conclusion did very little concluding. Still stretching ahead was the steep, stone-stubbed campaign road to November. And in their anger and anguish at Goldwater's imminent nomination, Barry's Republican critics seized on battle cries that will echo hither and yon—and he picked up by the Democrats—throughout the coming campaign.

When Fortrightness Is Wrong. Candidate William Scranton put it one way. He told the sparse airport audience that greeted his arrival in San Francisco that he would continue his anti-Goldwater fight to keep the G.O.P. from becoming "another name for some ultra-rightist society."

Nelson Rockefeller avowed to the convention Platform Committee that the party cannot expect to win if it seeks to serve "the narrow interests of a minority within a minority"—that is, the Goldwater interests. Henry Cabot Lodge said: "We must never countenance such a thing as a trigger-happy foreign policy which would negate everything we stand for and destroy everything we hope for—including life itself. Many times in foreign relations the thing to do is not to be forthright." Michigan's Governor George Romney asked that the G.O.P. "unequivocally repudiate extremism of the right and the left and reject their efforts to infiltrate or attach themselves to our party or its candidates."

Suicide in Full View? What all this strong talk added up to was the proposition that Goldwater's nomination would cause an irreparable party split, that by nominating Barry, the G.O.P., in effect, would be committing suicide in full public view.

But would it? Though many Democrats might desire it, the answer was no. If Goldwater, by some miracle of political chemistry, were to be denied the nomination, there would indeed be a split, even the possibility of a third party formed by his followers. But with Barry on the very brink of victory,

there was no evidence whatever that his Republican critics had enough cohesiveness to make 1964 a Bull Moose year.

Goldwater's nomination may cause some professional Republicans, for their own particular and perhaps understandable reasons, to stray from the national party fold. Among these is New York's Senator Kenneth Keating, up for re-election this year in a northeastern industrial state where Barry has little appeal. Keating has decided to wage his Senate campaign as an "independent" Republican if Goldwater is nominated, and last week he hinted that he might even vote for Lyndon Johnson in November. "I'm a good Republican," said Keating, "but not a hidebound Republican."

Next Step. As for all the talk that Goldwater represents only a small segment of the Republican spectrum, that he would be the nominee of "a minority within a minority," Barry had his own facts and figures to point at. After all, the overwhelming delegate strength that he brought to San Francisco came

from all sections of the U.S., and could by no means be narrowly categorized as a mere handful of "extremists."

None of this means that Goldwater is going to have anything but a desperately difficult time trying to beat President Johnson. His party, if not split, is deeply divided. Having surged to the nomination as the G.O.P.'s Mr. Conservative, he must next conciliate and corral his party's more liberal members if he is to have a chance of election. In other words, his theme from now on must be party unity.

He made a good start in San Francisco. Warnings went out to his workers, who were thronging into the city, not to be too obstreperous in their enthusiasm. When the anti-Goldwater forces tried to pick a fight over the party platform, Barry was all sweet reason. He could and would, he said, heartily endorse almost any document the Platform Committee chose to write, and in the unlikely event that the committee were to produce a platform upon which he could not stand, he would "do



GOLDWATER & ELEPHANT SIGN AT SAN FRANCISCO AIRPORT

When candor is a virtue instead of a vice.

the only honest thing: I would withdraw from the race."

All for One & One for All. More than anything else, Barry preached party unity in his appearance before the Platform Committee, which furnished some of the few dramatic moments of the pre-convention week. At times his harsh, hoarse voice took on a quality that seemed to electrify his audience, which interrupted him 35 times with cheers and hand clapping.

In that statement, Goldwater spoke less of the arguments that divide Republicans than of "the great base of principle" that unites them. "It is urgent," he said, "that we revitalize our constitutional principles in all branches of government, that we reverse the accelerating drift into arbitrary and distant power by reclaiming our legacy of checks and balances."

Goldwater said he was startled by the few times that previous speakers had mentioned Communism. But he was quite willing to make it an issue. "The standard we raise at home is one to which men can repair around the world," he said. "In our reluctance to impose our own ways upon others, we must not be blind to the fact that the world, whether we like it or not, is in a time of choosing . . . When we speak of peace today, and the threats to it, we must, whether we like it or not, speak of Communism."

"We cannot condone the foreign policy of this Administration. This Administration pretends that Communism has so changed that we can now accommodate it. Our party cannot go the final and fatal step and pretend that it doesn't even exist. Your party and mine can responsibly remind all free men that Communism is the enemy—not a friend, and certainly not a fiction."

As a party, Goldwater concluded, the Republicans should identify the central issues of the times and declare the fundamental principles upon which they claim the right of leadership. It is principle, he said, principle and purpose that mark the path of Republican philosophy.

And it is principle and purpose, convincingly displayed during the campaign, that could reunite the Republican Party and give their nominee a chance to beat Johnson.

Back with the Old Barry

Now the Goldwater bandwagon came rolling into the convention city. And behind the wheel, breezy and relaxed as a one-arm driver who is supremely confident of conquest in his courtship, sat Barry Goldwater.

During many of the months of his campaign for the G.O.P. nomination, Goldwater had seemed irritable, withdrawn, genuinely reluctant to fare forth to meet we-the-people, a reckless pop-off in his informal pronouncements, and a wooden soldier while reading his formal speeches.

All this dismayed friends and follow-



GOLDWATER AT HOME IN PHOENIX
For the house in the Elks Club bar.

ers who had come to know him as a charming companion, a bluff, gruff-spoken man whose candor was a virtue rather than a vice, a candidate with deep convictions, if not the learnedness or the lingo of a political scientist, about a particular philosophy of government.

"Win We Will!" For a while, something had happened to that old Barry. But last week, in the full expectation of victory, he was back. He started out in his own Arizona, riding a palomino in a Prescott parade and looking as though he had been born to the saddle, bellying up to an Elks club bar and buying drinks for the house, hosing the vegetation (which consists in considerable part of cactus) on his Phoenix spread. Then, after a brief trip to Washington, it was on to San Francisco in that same relaxed mood.

Arriving at International Airport, Barry threw off the cloak of professional pessimism about his prospects. "The chances are excellent," he cried, "that we will win on the first ballot!" His audience shouted its approval as Barry continued: "But first ballot or not—win we will!"

Just in case there was any remaining doubt about Goldwater's nomination, it was dispelled a scant five hours after his arrival when word came that Ohio's Governor James Rhodes had given up his favorite-son candidacy, thereby freeing about two-thirds of his state's 58-member delegation to vote for Goldwater on the first ballot.

That Interview. By then, about the only cloud—and it was little more than a speck—left on Goldwater's horizon

was the publication of a June 30 interview with a reporter from *Der Spiegel*, a West German weekly newsmagazine. In that interview, Goldwater was asked if he thought that he could defeat Lyndon Johnson. He replied: "If you asked that question as of now—and I always like to answer political questions as of now—no, I don't think any Republican can, as of now . . . I don't think I'd be rash enough to say I could beat Johnson in the South as of now. But come Election Day, there's going to be another horse race. I believe."

Defending his vote against the civil rights bill, Barry stuck by his guns, insisting: "If they could have locked the doors to the Senate and turned the lights off, you wouldn't have gotten 25 votes." And on the question of what he would do about Southeast Asia, Goldwater said: "I would make it abundantly clear—and I think President Johnson is tending in that direction—that we aren't going to pull out of Southeast Asia. But that we are going to win, in fact. Now the next decision becomes based on military decisions. I don't think that's up to a presidential candidate, or even the President. I would turn to my Joint Chiefs of Staff and say, 'Fellows, we made the decision to win, now it's your problem.'"

As Goldwater himself later pointed out, there was nothing in his *Spiegel* interview that he had not said before. But as he did not point out, such statements had landed him in political hot water before, and the timing of his latest remarks seemed singularly unpropitious. At any rate, Bill Scranton and other anti-Goldwater Republican leaders grasped at the interview as though at a life belt tossed into a raging sea. "Barry Goldwater has now decided to defoliate the Republican Party," cried Scranton. "How could the delegates nominate someone who says he can't win?" Of Goldwater's civil rights views and his Senate vote against the civil rights bill, Scranton said: "We must ask ourselves what events the Senator is looking forward to before November to improve his chances in the South. Tragically, there can be but one explanation. He or those close to him hope to gain by racial unrest in this nation." As for Goldwater's proposed Southeast Asia policy, Scranton snapped: "This is another example of his failure to comprehend that being President of the United States is not the same as being a benevolent chairman of the board—letting others decide when nuclear destruction should be unleashed."

The Needles. Even though Goldwater may again have been indiscreet in his *Spiegel* statements, Scranton's assault did not add up to the Pennsylvanian's finest hour, and Barry largely negated its effect during his appearance before the Platform Committee next day.

After his strong, sometimes stirring plea for party unity, Goldwater stood

before the committee to answer questions—which came mostly in the form of needling from Scrantonites.

What was Goldwater's thinking as to whether control of the use of nuclear weapons should be in hands other than the President's? Patiently, Barry said that he had been misquoted, that U.S. law allows no one but the President to authorize the use of nuclear weapons, and "I can't change that law." Anyhow, he continued, he would favor giving only the Supreme Allied Commander, Europe—presently General Lyman Lemnitzer—a degree of authority about nuclear weapons. He carefully explained that he was not talking about long-range, strategic missiles, but rather about the low-yield, tactical weapons around which Western Europe's defense is now built—"ones small enough to be carried on the shoulder, small enough to be launched from aircraft. I'm fearful of the day if it ever comes—and I hope it doesn't—when Russia might attack our bases with these tactical nuclear weapons and we would have to reply with conventional weapons. I would hope that something could be worked out in the case of NATO, and NATO alone."

Barry's vote against the civil rights bill—and his argument that some of its provisions were unconstitutional—also came under attack. Would he, as President, work to have the law repealed? "No. That's not in my opinion the duty of a President," said Goldwater. "I think the legislative branch has now spoken for the majority of the party—the majority of the American people—and while I didn't agree and I represented the minority, I stand with the majority, and just as Harry Truman did when he vetoed the Taft-Hartley Act: he later used it six times even though he didn't like it."

The only Negro member of the Platform Committee, George A. Parker from the District of Columbia, was not satisfied. He doubted that Goldwater could "consistently, conscientiously and in good faith use the powers and prestige" of the presidency to carry out the civil rights law. Goldwater

flushed, but held his temper. "When you use that argument," he said, "you are questioning my honesty, and I should resent it but I won't." Parker insisted that he was doing no such thing. Said Goldwater: "Well, you are, sir. I will uphold that law because it is the voice of the majority. And if I'm your President, I will do something about this in more ways than the law."

Thus, during his Platform Committee appearance, and indeed throughout his entire performance in San Francisco last week, Goldwater was the old Barry, the one who behaves best when he is relaxed and confident. No one can say how he would act if he were to lose the Republican nomination. But he was surely showing himself to be a good winner.

The Last Calls

By the time he got to San Francisco, Bill Scranton's machine was in full gear. In 48 rooms on three floors of the Mark Hopkins Hotel, scores of eager workers performed their appointed tasks—from drafting speeches to ordering cookie and fruit between-meals snacks for the candidate. A complex communications network had been installed—including a 15-circuit phone switchboard, and a special "hot line" system linking hotel headquarters to the Cow Palace convention floor and to two communications trailers parked outside. Code words were used in telephone conversations to confine possible eavesdroppers, and the whole headquarters area had been combed for electronic bugs that Goldwater gunshoes might have concealed.

Guards stood outside the locked door of Room 1202—"The Delegate Control Center"—where trusted Scranton aides worked diligently by phone to shake out new delegate strength. At their disposal were three separate and expertly cross-referenced filing systems, including boxes of index cards, fat black notebooks and large manila envelopes, all packed with vital information on each of 1,308 delegates, 1,308 alternates, and dozens of key politicians. Inherited from Nelson Rockefeller, the

files contained names, ages, financial background, marital status, business contacts, clubs, fraternities, presidential preference, and the names of friends or associates who might put pro-Scranton pressure on the delegates. So precious were these files that Scranton's men had divided them into six sections for the trip from Harrisburg to San Francisco, packed a guard along with each segment on a different train or plane so no single railroad wreck or air crash could destroy the whole package.

All told, Scranton's San Francisco operation would cost some \$200,000. But all the money and effort somehow seemed wasted. In the brief four weeks of his campaign, Scranton had covered some 20,000 miles, visited 25 states—including a second trip last week to Illinois, where he boarded a five-car Illinois Central Railroad train for an old-fashioned whistle-stop tour through cornfield country. But he made no notable impact, and in Springfield, Mayor Nelson Howarth sadly summed up the situation when he said to the Governor: "Why didn't you come here in April, when the prevailing wind was out of the East, instead of July when a hot wind is blowing from the Southwest?"

And so, despite all his elaborate machinery, at week's end Bill Scranton was reduced to performing the most disheartening chore that can come to any candidate: making personal phone calls to delegates and pleading for help that he must have known would not be forthcoming.

Shuffling the Planks

Most of the Platform Committee hoopla came over the appearances of the presidential candidates and their top supporters. But during its pre-convention week the committee, chaired by Wisconsin's Representative Melvin Laird, also took testimony from spokesmen for some 170 organizations, ranging from Americans for Democratic Action to the Izaak Walton League and the American Committee for the Independence of Armenia.

There was, for example, a full alter-



SCRANTON BOARDS CABLE CAR, SCRAMBLES TO THE TOP, SPEAKS TO SUPPORTERS
Up the hill and down the hill, a long, hard way.

noon devoted to hearing the representatives of civil rights organizations. The N.A.A.C.P.'s Roy Wilkins, a Democrat, praised Republicans in Congress for their part in passage of the Civil Rights Act, but, in a plain dig at Goldwater, deplored the doubts about the measure's constitutionality as expressed "by aspirants to public office."

"A Cruel Jest." Martin Luther King Jr. pleaded for a "G.I. Bill" for Negroes, explaining: "Negroes must not only have the right to go into any establishment open to the public, but they must also be absorbed into our economic system so they can afford to exercise that right. Giving a pair of shoes to a man who has not learned to walk is a cruel jest." King also urged that the Federal Government take stronger steps toward stopping civil rights violence in the South before it happens. Said he: "If our Government is capable of gathering intelligence information in a matter of hours from all parts of the world and has been able to maintain a constant surveillance of the U.S. Communist Party, is it not also capable of maintaining a surveillance of terroristic groups and persons subverting the Constitution of the United States by arson, bombings and murder of civil rights workers?"

A.F.I.—C.I.O. President George Meany sharply attacked U.S. trade with Communist countries. "A generation ago we were bitterly opposed to doing business as usual with Hitler," he said. "Half a generation ago we were bitterly opposed to doing business as usual with Stalin. Today we are equally opposed to doing business as usual with Stalin's de-Stalinized successors." W. P. Gullander, president of the National Association of Manufacturers, urged another tax cut. Said he: "A further tax reduction during the 1960s is not only feasible, but it is also well within the bounds of responsible fiscal policy."

"White-Sneakered Amateurs." But even as the torrent of testimony continued to flow in public, the real shaping and shuffling of the platform planks took place in the nighttime privacy of hotel rooms, where drafting subcommittees worked till dawn. Frustrated



MILLER WITH DAUGHTERS ELIZABETH ANN, 20, MARY KAREN, 17, & WIFE STEPHANIE
A family is an asset in anybody's campaign.

by the Goldwater forces' kill-'em-with-kindness strategy, anti-Goldwater leaders fell to squabbling among themselves. Seranton-supporting committee members, led by Pennsylvania's Senator Hugh Scott, wrote 31 different drafts of a proposed civil rights plank before they could agree on one.

After one such session in a ninth-floor suite of the St. Francis Hotel, Massachusetts' fiery Congressman Silvio Conte lumed at the ineffectiveness of his fellow Serantonites. They were, he cried, a bunch of "white-sneakered amateurs," and he added: "I'm ready to pack up and go home."

With the Seranton platform advisers so disorganized, the Platform Committee heavily pro-Goldwater and a majority of the key Drafting Committee also for Barry, the final product obviously would be a platform upon which Goldwater could run. So, for that matter, could most any other Republican.

The Working List

Veep guessing is perhaps the least profitable of political pastimes. But the guessers keep guessing and, more important, prospective presidential nominees encourage the game for all it's worth.

John F. Kennedy, during his 1960

pre-convention campaign, turned Veep playing from an inexact art into a high science; he had everyone from Herschel Loveless (Iowa) to George Docking (Kansas) to Edmund ("Pat") Brown (California) to Henry M. ("Scoop") Jackson (Washington) thinking they might be his running mate. And in so promoting the possibilities, he won a fair number of delegate votes from their states.

Last week it appeared that Barry Goldwater might have taken a page or two from Kennedy's book. At any rate, his San Francisco forces were passing around a "working list" of five top vice-presidential prospects—even while insisting that it was highly tentative and that the candidate himself had not yet made up his mind and was "committed to nobody."

The list:

► Pennsylvania's Seranton, whose presence on the ticket would promote G.O.P. unity and help Barry in the industrial Northeast. Seranton has repeatedly said he does not want the vice-presidential nomination, and last week Goldwater said: "I don't think either of us would be comfortable running with the other." Still, there are strong arguments that a Goldwater-Seranton ticket would make the best of political sense, and the possibility should not be ruled out.

► G.O.P. National Committee Chairman William Miller, a New York Congressman who could also give the ticket a Northeastern tinge, a Catholic, an orator with a gift for tough-talking gab,

► In 1960, Senate Majority Leader Lyndon Johnson scorned the suggestion that he might accept the Democratic vice-presidential nomination, saying it would be "trading a vote for a gavel." Before the reconciliation, he liked to refer to Kennedy as "young Jack." Said Kennedy had rolled up primary victories because "Jack was out kissing babies while I was passing bills." In the heat of battle, Johnson wasn't above rattling the long-closed skeleton of Old Joe Kennedy's days as U.S. Ambassador to England: "I wasn't any Chamberlain umbrella policy man. I never thought Hitler was right."



FORD



JUDD



MORTON

Nominees encourage the game.

a clean-cut looking 50-year-old with a handsome wife and four attractive children who would be an asset in anybody's campaign. But he is a relatively unknown politician who is not even standing for re-election this year from his upstate New York congressional district.

► Michigan's Representative Gerald Ford, ranking Republican on the House Defense Appropriations Subcommittee, whose views favoring an ever stronger U.S. defense posture generally coincide with Barry's, a husky 51-year-old who would campaign aggressively. He is little known nationally, although (who knows?) some voters might mistake him for kith or kin to the Ford family of Michigan.

► Kentucky's Senator Thruston Morton, an old State Department hand under Ike, who has served in both branches of Congress, a former National Committee chairman, a national figure who will be even better known after his TV appearances this week as the permanent chairman of the convention.

► Minnesota's Walter Judd, a former Congressman and the 1960 convention's keynote speaker, as eloquent and able an anti-Communist foreign policy spokesman as the G.O.P. has to offer, but a loser in his 1962 campaign for reelection in his own Minneapolis district.

The Head Honchos

Most of Barry Goldwater's top political aides are hardy types who can cuss in Navajo or quail bourbon with the best of them. Among these, Denis Kitchel, 56, a wispy, introverted, hard-of-hearing mining-industry lawyer seems as out of place as a Boy Scout on a bronco. Yet Kitchel served as Goldwater's pre-convention campaign manager and will undoubtedly continue to be, in Barry's own words, "my head honcho."

Sense & Judgment. The son of a prosperous lawyer, Kitchel was born in Bronxville, a New York City suburb, was educated at St. Paul's, Yale and Harvard Law School, set up practice in Arizona in 1934. At first, the young lawyer had "every intention" of returning to Manhattan. "But every time I did," he recalls, "I rode the subway for five minutes and was confirmed in my decision to stay in Arizona." In Phoenix he met Goldwater, then general manager of the family department store, and by the time Barry was elected to the Senate in 1952 the two were fast friends.

"For a long time," says Kitchel, "I'd been interested in what he stood for—stopping the centralization of federal power and firming up our foreign policy. When he got to the Senate, we began working together quite a bit. I'd try to give him advice on legislative problems he was facing." In May 1963 Kitchel left his lucrative Phoenix law practice to join the Goldwater staff, later set up in a small Washington office as Barry's manager. Many of Candi-



ADVISER KITCHEL
The friend who counsels.

date Goldwater's backers were aghest at the appointment of a political amateur whose sole experience had been as counsel to the Arizona state Republican committee. Says Kitchel of such criticism: "I'm inclined to think that the term 'professional' in politics has been a little misunderstood, or misused. As I see it, this is mostly a matter of common sense and judgment."

Ready to Resign. In his exercise of common sense and judgment, Kitchel's sensitivities are sometimes staggered by the folkways of American politics. During Barry's New Hampshire primary campaign, Kitchel watched disgustedly as an eager mother pushed her baby into the candidate's arms. He murmured: "If he kisses that baby, I resign." (Barry didn't kiss and Kitchel didn't resign.) He has also developed a simple expedient for avoiding political arguments that offend him: he simply tunes down his hearing aid.

When Goldwater's campaign seemed to be going badly, Kitchel received much of the blame. He readily admits that he is not much of a political administrator, that much of Goldwater's grass-roots organization sprang up and operated with little help or coordination from his office. But it was Kitchel who made the decisive campaign de-

cision that Goldwater should stop sloshing around like a candidate for alderman, devote his major energies and funds to major appearances, thereby lessen the opportunity for the off-the-cuff remarks that were landing Barry in trouble.

Kitchel is also one of the few men who exercise sufficient intellectual sway over Goldwater to shape his opinions or persuade him to change his mind. It was Kitchel who convinced Goldwater of the crucial value of the North Atlantic Treaty Organization (now one of Barry's main pitches) and who argued Goldwater into reversing his stand against the use of federal troops to enforce the Supreme Court's 1954 school desegregation decision. In his own quiet way, Kitchel downgrades his importance in the Goldwater line-up. "My position," he says, "has been that of a friend who counsels." This week's convention results should show that he has counseled well.

Among the other leading Goldwater lieutenants:

► Richard G. Kleindienst, 40, director of campaign field operations. As extraverted as Kitchel is introverted, Kleindienst rose through the G.O.P. ranks in Arizona to become state party chairman and, as one friend puts it, "a full-fledged political animal." As Goldwater's advance man, Kleindienst has displayed a tendency to whirl off handshaking and backslapping in all directions. When he first barnstormed into Chicago, complains one Goldwater man, he rushed about making deals only to find he had missed the real party leaders, later had to do some fancy backpedaling. Kleindienst also finds time to promote his own political fortunes, has announced as a candidate for Governor of Arizona in November, hoping to succeed Paul Fannin, who plans to run for Goldwater's Senate seat should Barry win the nomination. At a state G.O.P. rally in Arizona recently, the band of Kleindienst's straw hat carried a slogan for his own campaign, not Barry's.

► F. Clifton White, 45, co-director of field operations, who has shared with Kleindienst the job of beating the bush



WHITE



KLEINDIENST



BURCH

Some can cuss in Navajo.



L.B.J. BOATING



THE HIDEAWAY HAYWOOD RANCH

If nothing else, time to go on a diet.

for delegates. A New Yorker who enlisted in the Air Force as a private and emerged in 1945 as a captain with the Distinguished Flying Cross, White is the tenacious kind of fighter who draws the natural respect of Barry Goldwater, Co-founder of a Manhattan firm called Public Affairs Counselors, Inc., which offers corporation employees advice about how to make their muscle felt in the political world. White was also a founder of the "Draft Goldwater" movement. Since then he has put his special talents for cajolery—and political arm twisting—to work at G.O.P. state conventions. Persistent rumors have it that White's reward if Goldwater is nominated will be the chairmanship of the G.O.P. National Committee, succeeding fellow New Yorker William Miller.

► Dean Burch, 36, deputy campaign director, A Goldwater booster since undergraduate days at the University of Arizona, Burch joined the Senator's Washington staff in 1955, became a close personal friend, and even got his flying license after lessons from Old Pilot Goldwater. The youngest of Goldwater's top aides, Burch plunged into the thankless job of scheduling campaign appearances, aided Kitchel in a notable job of offending the fewest possible Republicans despite the candidate's disturbing penchant for last-minute cancellations.

THE PRESIDENCY

Just Storing Up Energy?

Lyndon Johnson a retiring sort? Lyndon Johnson dodging publicity? Perish the thought. But there he was—ducking reporters, scurrying to secret hideaways and acting for all the world like some latter-day Greta Garbo.

Off to Texas for a long July 4 weekend, the President all but said, "I want to be alone." The L.B.J. ranch was declared off limits to reporters, who played pinocle and poker in Austin, 65 miles away. Persistent prodding of Presidential Press Secretary George

Reedy got them nowhere. At one point, Reedy snapped: "As to what he did today, I do not go into matters of social or personal activities. The President regards going to church or various types of ranch activities, or boating—which I know is going to be raised somewhere along the line—as a purely personal affair."

Cruise in the Sun. At that, Lyndon spent little time at the L.B.J. ranch, slipping off to a smaller, more secluded spread called Haywood Ranch, which he owns along with A. W. Moursund, a Johnson City lawyer and a trustee of the L.B.J. business interests. Built on a knoll between the Llano River and a 1,620-ft. hill called Packsaddle Mountain, some 25 miles from the L.B.J. ranch, Haywood is a working spread. The one-story white house is neatly fenced to keep out grazing cattle.

But these days some changes have been made. A new boathouse rises from the Llano River's edge just as it begins broadening to become Granite Shoals Lake. There, a recently acquired 28-ft. cabin cruiser and a snappy black runabout are moored. With a handful of family, close friends and White House staff, the President cruised the choppy water sunning himself. At least once, the President took the controls of the runabout to give Lynda Bird some water-skiing practice. After several spills, Lynda gave up.

Back in Washington, it was much the same story as the President spent another curiously quiet week with no more than a handful of ceremonial greetings for White House visitors and a routine ceremony to sign the \$375 million mass-transit bill into law.

Perfect but Paunchy. This was far from the whirlwind Lyndon that Washington had come to know so well. And the rumor swiftly spread through the capital and its environs that Johnson, who suffered a massive heart attack in 1955, was ailing again. His aides vehemently denied such stories, insisted that the President is in perfect health. Still, the merest glance at photographs

of him in swim trunks while boating in Texas would indicate that, if nothing else, he ought to go on a diet.

At week's end, perhaps now fearing that he had overcompensated and cut back too far, the President called his first press conference since June 23. He opened with glowing projections for the economy, then ranged from a potential running mate (he will make public no choice until the August convention) to civil rights (50 new FBI agents will be assigned permanently to a new office in Mississippi). The conference lasted a dreary 30 minutes. It all hardly added up to the old Lyndon Johnson, but maybe he is just storing up energy for the campaign to come.

DEFENSE

Down to the Dog Tags

When John F. Kennedy appointed his Defense Secretary in 1960, he posed him a paradox: 1) meet U.S. military requirements without worrying about arbitrary budget ceilings, and 2) do it at the lowest possible cost. Since then, in Robert McNamara's 34 years on the job, military spending has soared by nearly \$10 billion, now hovers around the \$50 billion mark.

But McNamara still sees no contradiction between greater expenditures and more economy. Thus, it was with great pride that he last week announced the results of the cost-reduction program that he has pushed relentlessly. In fiscal 1964, which just ended, the Pentagon had saved \$2.5 billion. "We haven't even begun to scratch the surface," McNamara claimed, estimated savings of \$4.6 billion by fiscal 1968.

Homely Principles. Let anyone think such penny pinching had jeopardized the nation's military strength, McNamara ticked off some impressive signs of his stewardship:

- Nuclear warheads in the strategic alert forces—up 150%.
- Combat-ready Army divisions—up 45%.
- Airlift capability—up 75%.

- Ship construction and fleet modernization—up 100%.
- Special counterinsurgency forces—up 800%.

More an exercise in thrifty house-keeping than economic wizardry, the cost reduction program has achieved results by literal application of such homely principles as buying only what is needed, buying it at the lowest price and reducing operating costs. Closer analysis of material requirements enabled the Defense Department to cut purchases and inventory levels by a whopping \$1.4 billion. To drive harder bargains, McNamara has insisted on more competitive contract awards and fewer cost-plus agreements. Operating costs were cut \$292 million by closing unnecessary installations and standardizing supply management through the new Defense Supply Agency.

32¢ v. \$95. Most encouraging note in the report was that the services themselves, under McNamara's prodding, have actually become enthusiastic about saving money. The Navy, planning to buy 1,400 Sparrow air-to-air missiles, found it already had enough, scrapped the order at a saving of \$45 million. The Marine Corps found it could adapt Army 120-mm. shells for use in its M-103 tanks at a cost of 32¢ per shell instead of paying \$95 each for new ones. The Army decided it could get along with \$1,200,000 less worth of insect repellent than it had ordered. The Air Force learned that it could safely stretch storage life of the solid propellant for its Minuteman missiles from three to four years, saving \$25 million. Not even the old memento of service days, the dog tag, was safe. By ordering tags of corrosion-resistant steel instead of an alloy, McNamara shaved 1.6¢ from each one for a total saving of \$97,000 on the year's supply.

Apparently, everyone on the Pentagon to the remote barracks was getting cost-conscious. Glowed McNamara: "We are literally being flooded with thousands of suggestions from individual military and civilian personnel."

CIVIL RIGHTS

And the Walls Came Tumbling Down

Throughout the South, from Charleston to Dallas, from Memphis to Tallahassee, segregation walls that had stood for several generations began to tumble in the first full week under the new civil rights law.

In Birmingham, Negro Chauffeur J. L. Meadows, 70, strolled into the Dinkler-Tutwiler Hotel's Town and Country Restaurant, sat down amid a roomful of staring white diners, ordered, and was served without incident. Said he later: "I've been driving white folks down here for 21 years, and now I'm going to eat where I've been taking these white folks." At least nine other Birmingham restaurants and four movie houses also accepted Negroes for the first time. In Montgomery, Ala., the state capital, most restaurants and lunch counters, along with two theaters, were peacefully desegregated.

Even in Mississippi. Similarly, Negroes were admitted to previously all-white hotels and eating places in Savannah, Thomasville and Warner Robins, Ga. In Texas, Dallas' Piccadilly Cafeteria, a motel and lunch counter in Longview, restaurants in Palestine, and Austin, and a Beaumont drive-in were integrated. Thirty-three Memphis restaurants, including one of the city's largest downtown cafeterias, opened their doors to Negroes. Kemmons Wilson, chairman of the Memphis-based Holiday Inns motel chain, noting that he had instructed his motels to obey the new law, said: "The alternative is eventually anarchy, chaos and destruction." And in Charleston, Columbia, Florence and Greenville, S.C., integration proceeded without major trouble. In Greenville, a young Negro was sipping tea in the Jack Tar Poinsett Hotel dining room when South Carolina's Democratic Senator Strom Thurmond, one of the rights bill's bitterest foes, walked in. Apparently unaware of the Negro's presence, Thurmond sat down

in another part of the room and quietly ate breakfast.

Even in Mississippi, land of violence, there was quiet compliance. Negroes played golf on Jackson's municipal course, ate at a Vicksburg whites-only lunch counter, and drawing scarcely a disapproving glance, checked into and ate at Jackson's two leading hotels and a motel. In Jackson, the way had been paved by a Chamber of Commerce policy statement urging local businessmen to "comply with the law, pending tests of its constitutionality in court."

The Holdouts. Choosing not to comply was Stewart Gammill Jr., proprietor of the city's third largest hotel, the Robert E. Lee, who ordered the hotel's Confederate flag struck and put up a sign: CLOSED IN DESPAIR, CIVIL RIGHTS BILL UNCONSTITUTIONAL. Two days later, Gammill announced that henceforth the Robert E. Lee was a private club open to members only. A Richmond, Va., steakhouse also turned private, and restaurants in Charlottesville, Va., and Durham, N.C., and a Williamston, N.C., theater closed their doors for good rather than comply.

Inevitably, there were some trouble spots, such as Laurel, Miss., and Americus and Albany, Ga. In Baton Rouge, La., a white state employee punched a Negro minister in the jaw as he and two Negro women left the state capitol cafeteria after eating. Fifteen Negroes were arrested in Slidell, La., when they sought service at a restaurant. At a variety-store lunch counter in Bessemer, Ala., a steel town near Birmingham, six Negro youths were beaten by whites wielding 24-in. baseball bats. Near Texarkana, Texas, a white man and three Negroes were wounded when another white man opened fire with a shotgun during a Negro wade-in at Lake Texarkana.

In Atlanta, perhaps the most moderate of the South's big cities, some of the worst flare-ups took place. One occurred when three Negro ministerial students sought to test a fried-chicken joint owned by Lester Maddox, an un-



NEWLY INTEGRATED ATLANTA RESTAURANT

If she'd bet, one civil rights worker would have lost every penny.



HATTIESBURG, MISS., LUNCH COUNTER

successful Georgia office seeker and a loud racist. Maddox was waiting for them in the parking lot at his place, waving a snub-nosed pistol. "You ain't never gonna eat here!" he shouted, shoving against the car door as the Negroes started to get out. When the students persisted, Maddox and another white man grabbed ax handles from a stockpile Maddox had laid in for just such an occasion. "Cit, git," Maddox ordered. The Negroes did, with a crowd of angry Maddox patrons at their heels. Among them was a small boy dragging a 3-ft. ax handle and squealing, "I'm gonna kill me a nigger!"

Next day, at a Fourth of July segregationist rally at Atlanta's fairgrounds, three Negro youths were beaten with metal chairs in a melee that began when the Negroes and a white girl civil rights worker entered the grandstand. Forty whites chased the Negroes into a fenced corner, pommelled them until cops broke it up.

The Ugliness. In Tuscaloosa, Ala., one of the most bizarre incidents took place—indicating, if nothing else, how civil rights tensions may lead to ugly misunderstandings. Actor Jack Palance, his wife Virginia, and their three children, in Tuscaloosa to visit relatives, had a narrow escape from a mob when they went to a movie. Earlier in the day, Palance had signed autographs for both whites and blacks. When he and his family entered the newly desegregated Druid Theater, a rumor spread that a Negro woman had accompanied them. As it turned out, there were no Negroes in the theater at the time, but a crowd of nearly 1,000 whites gathered, pelted the cashier's cage and the marquee with rocks and bottles, shattered the windows and slashed the tires on Palance's rented car. Local cops took the Palances to the police station for protection.

Finally, in a mysterious incident on a north Georgia highway, Lemuel A.

Penn. 49, director of vocational high schools in Washington, D.C., was killed when two shotgun blasts, fired from a passing car, ripped into the car he was driving while returning to Washington from Army Reserve duty at Fort Benning, Ga.

Despite such incidents, the South's initial compliance with the new civil rights law was by any standard encouraging. Perhaps Mrs. Constance Baker Motley, a Negro lawyer for the N.A.A.C.P. who has spent 18 years fighting for Negro rights, summed it up best. Said she: "Voluntary compliance has been unexpectedly good. I would have lost every penny I've got if I had made a bet."

How Silly Can You Get?

Among other things, the civil rights bill created some new Government jobs—among them the directorship of the Federal Community Relations Service, which will offer Southern communities help in ironing out their integration problems.

Who should the director be? Ideally, he ought to be someone acceptable to the South with a good record on integration. Such men are hard to find, and President Johnson was perplexed. Then Commerce Secretary Luther Hodges, an ex-governor of North Carolina, suggested LeRoy Collins, 55, an ex-governor of Florida. During six years in office (1955-60) in Tallahassee, his native city, Collins had taken a fair-to-middlin' civil rights game while doing little to implement it.

Some Soothers. Lyndon liked Luther's idea, and so did LeRoy—up to a point. Trouble was, the director of the Community Relations Service will receive only \$22,500 a year, while Collins, as president of the National Association of Broadcasters since 1961, has been getting \$75,000 in annual salary plus a \$12,500-a-year living allowance. Loath to give up such a job, Collins suggested



DIRECTOR-DESIGNATE COLLINS

Some friendly financing helped.

that he merely take a year's leave of absence from the N.A.B., with some compensatory financial arrangement. As it happens, Collins has not been a particularly popular N.A.B. president (a recent motion to oust him lost only by a 25-18 vote of the association's board of directors), and the organization turned him down cold on his proposition.

Now re-enter Lyndon Johnson. He summoned the N.A.B. board members to the White House for a little chat, convinced them that they should make it easy for Collins to go. They did, with 1) \$60,000 in severance pay, 2) retention of the 1964 Cadillac, which was one of his perquisites of the N.A.B. office, 3) a color TV set, 4) a radio, and 5) a set of the *Encyclopaedia Britannica*.

That did it, as far as Collins was concerned, and President Johnson, in his television speech immediately preceding his signing of the civil rights bill, was able to announce that he was appointing the Floridian to the new commission's directorship.

But both Johnson and Collins had reckoned without South Carolina's Strom Thurmond, the Dixiecrat candidate for President in 1948 and now the longest-winded, strongest-muscled of all the U.S. Senate's Democratic segregationists. In Collins' confirmation hearings before the Senate Commerce Committee, Thurmond needled his fellow Southern Democrat mercilessly, intimated that he was a traitor to his own section of the country. Collins flushed and retorted: "Senator Thurmond," he said, "I love the South, and I am sure you must have sensed that. Don't you challenge my deep feelings about the South."

That was by no means the end of it, and two days later, Thurmond's hostility toward Collins brought on one of the silliest episodes in the Senate's history.

Suddenly Serious. As Senators headed toward the committee room for a vote on Collins' confirmation, Thurmond posted himself outside. Up came Texas



GLADIATORS THURMOND & YARBOROUGH (AFTER THE BATTLE)

Just a friendly rassin' match.

Democrat Ralph Yarborough, who favored Collins' confirmation. He gently pushed Thurmond toward the door, saying, "Come on in, Strom." Thurmond hauled Yarborough back, not roughly, but not playfully either. "I'll make an agreement with you, Ralph," he said. "If I can keep you out, you won't go in; and if you can drag me in, I'll stay."

All of a sudden it became a deadly serious matter, and the two Senators, both 61, peeled off their coats, handed them to aides, and huffed and puffed their way into what turned out to be a ten-minute rasslin' match.

Thurmond had all the best of it: a trim, 170-pounder, he is the Senate's No. 1 physical fitness bug, does not smoke or drink (not even carbonated beverages), just that morning had done 50 push-ups on his office carpet. Yarborough is a fairly flabby 200-pounder.

Grunt, groan, wheeze—and down went Yarborough, with Thurmond atop him. "Tell me to release you, Ralph, and I will," said Thurmond. Yarborough looked bravely up from his position on the terrazzo floor and averred: "I'm waiting for my second wind."

Ohio's Democratic Senator Frank Lausche came rushing up, warned both rasslers that they were running the risk of heart attacks. Said Thurmond: "I'll release him if he wants to be released." Yarborough allowed as how he was still waiting for that second wind.

Finally, Washington's Democratic Senator Warren Magnuson, the Commerce Committee chairman, heard of what was happening and hurried out of the committee room. Cried he: "Let's break this up." At that point Thurmond, apparently tired of sitting on Yarborough, said with characteristic gallantry: "I will have to yield to the order of my chairman."

Thereupon he arose, and all the Senators went into the committee room to vote, 16 to 1, for confirming Collins. The lone dissenter was—guess who?

HISTORICAL NOTES

Letters from "Constant"

It was 1920, Woodrow Wilson was on his way out, and the Republicans seemed certain to take over the White House. Their triumph would be achieved through the candidacy of Senator Warren Gamaliel Harding, the handsome Babbitt from Marion, Ohio. Republicans all over the nation were rooting for him, and in his own home town on the day that Harding, 54, opened his campaign, every storefront in the community was ablaze with bunting.

Every storefront but one, that is. It was the Uhler-Phillips department store, and, as William Allen White wrote years later, "when the reporters asked about it, they heard one of those stories about a primrose detour from Main Street." According to the gossip, Nineteen Harding, long since married to a domineering, unattractive woman, had

been treading the primrose path with Mrs. Carrie Phillips, wife of one of the owners of the store. She was a tall, willowy redhead, the best-looking woman in town, and about a dozen years Harding's junior—but the less said about it the better.

And so nothing was said. Harding, of course, was elected, and presided for three years over the most scandal-seared Administration in U.S. history. After his death in 1923, another woman, Nan Britton, wrote a book describing a long love affair with Harding, one that began in 1917. She had borne his daughter, Nan claimed, and had continued her clandestine affair with Harding through the years of his presidency.

"Darling Sweetheart Adorable," Carrie Phillips was forgotten—until last week, when Historical Writer Francis Russell announced that he had seen and read more than 250 love letters

At Christmastime 1914 he dashed off another poem:

*I love you more than all the world,
Possession wholly imploring
Mid passion I am ofttimes whirled
Ofttimes admire—adoring.
Oh, God! If fate would only give
Us privilege to love and live!*

Slow Boat. The love affair was a stormy one, so it was no surprise that it began to fade in 1920. When Harding was summoned to the historic smoke-filled room at Chicago's Blackstone Hotel during the 1920 G.O.P. presidential convention, he was asked pointedly if he knew of any embarrassing family skeletons that might hurt the party's chances. Harding asked for time to think, ten minutes later announced that he was as clean as a hound's tooth.

Harding apparently tried to extricate himself from his love affair, and there is some evidence to show that Carrie



PRESIDENT HARDING & WIFE AT 1922 BASEBALL GAME
A primrose detour from Main Street.

that Harding had written to her between 1909 and 1920. Carrie kept the letters. After she died a recluse in 1960, the letters were found by Marion Atorney Don Williamson, who had been Carrie's guardian.

The letters, says Russell, who plans to detail them in an *American Heritage* magazine article, portray Harding as a devout lover and Mrs. Phillips as something of a moneygrubber. Many of the missives were written on Senate stationery, some on postcards bearing Harding's photograph. Some of them ran to 35 or 40 pages. Some of the letters he signed "Warren," some with his full name, and others with a code name, "Constant."

One letter, dated only "Easter Morning," bore the salutation, "Carrie Darling Sweetheart Adorable." Many more were strewn with homemade poetry. Inspired by a musical play, *The Wedding Trip*, which he saw in New York City in 1912, he penned an epic of 20 stanzas, including one memorable line, "I love you garb'd but naked, more!"

put a price tag on it. In one of his last letters, he wrote that he could not "secure you the larger competence you have so frequently mentioned. I can pay with life or reputation, but I can't command such a sum. To avoid disgrace, I will, if you demand it as the price, return to Marion to reside . . . If you think I can be more helpful by having a public position and influence, I will pay you \$5,000 per year in March each year, so long as I am in that public service."

As it turned out, the problem was resolved when, following Harding's nomination, a party official visited Mrs. Phillips, gave her a reported \$25,000-\$50,000 and suggested that she take a little vacation—say for six months. Soon afterwards, Carrie and her husband James took a slow boat to the Far East to look into conditions in the raw-silk market.

Carrie Phillips, however, was not always so cooperative. Time and time again, Warren Harding had admonished her: "Destroy these letters!"



QUEEN ELIZABETH AT BUCKINGHAM PALACE DINNER WITH COMMONWEALTH LEADERS
Around the table and around the globe, they have yet to find global goals.

THE COMMONWEALTH

Who Needs Mother?

Leaders of 18 nations on five continents gathered last week in the red-walled, blue-carpeted conference room of London's Marlborough House. More than ever before, the faces around the oval table at this year's Commonwealth Prime Ministers' meeting reflected the divergent interests and cultures represented in the network of free nations that has evolved from the British Empire: only five were white, and the other 13 represented every shade of skin from ivory-yellow through burnt umber to the blue-black of Africa's heartland.

There were those who wondered whether Britain could much longer dominate an association with such widely differing political and economic systems. London's respected *Economist* had a remedy: "It is high time that Britain and the Commonwealth shed the 'mother country' fixation and made their relationship one of real as well as constitutional equality."

Whatever the merits of this argument, the Commonwealth nations last week showed that they are still preoccupied less with global goals than with regional and racial issues close to home. All seven African leaders at the conference were insistent that Britain use force, if necessary, to ensure that Southern Rhodesia's white-supremacist government grants full constitutional equality to the African population before achieving its independence. But militant white Southern Rhodesians have many sympathizers in England. And in an election year, the government of Sir Alec Douglas-Home is deeply reluctant to make any move that might encourage the self-governing "colony" to seize independence this year as it has threatened to do. Nonetheless, the African statesmen who were to wind

up the speeches this week left no doubt that, in their eyes, Britain's resolution of Southern Rhodesia's impasse will be the crucial test of the Commonwealth's need and ability to survive.

THE CONGO

Premier No. 4

The new ministers filed awkwardly into the palatial reception room overlooking the rapids of the Congo River, then raised their right arms stiffly as they took the oath of office. Some of them got the phrase backward, but that didn't seem to matter. Premier Moïse Tshombe grinned, clapped his new government on the back, and capered with flailing fists in a mad jig down the bright green lawn as his admirers screamed their approval: "Down with Adoula and vice Tshombe." Thus the Congo's fourth Premier in as many years began his rule.

"Public Salvation." It had been a masterful performance so far. When Katanga's bulky ex-President returned to the Congo last month, it seemed incredible that he could hope to form a government. Cursed as a tool of Belgium's copper-producing Union Minière, accused by some of the murder of Patrice Lumumba, and driven out of the country by the force of United Nations arms, Tshombe appeared to have nothing in his favor.

But he still had Katanga, and without the political support of that ore-packed province the Congo is just another bleak, hopeless stretch of African bush. It was clear that Cyrille Adoula's government could not repress the Communist-backed revolts flaring in three provinces when Tshombe finally returned. Why not let him take a crack at forming a "government of national reconciliation"?

But the government he produced last week was hardly reconciled. Tshombe himself described it as one of mere "public salvation," and the few names recognizable within it were more notorious than noteworthy: as Agriculture Minister he chose Kasai's Mulopwe (god-emperor) Albert Kalonji, a secessionist right-winger who is still formally charged by Adoula's government with torturing political prisoners. The new Health Minister is none other than André Lubaya, a key official in the Communist-backed National Liberation Committee, which runs the Congo's endemic provincial rebellions. Recognizing the dangers of giving more portfolios to potential enemies, Tshombe took the ministries of Foreign Trade, Planning, Information and Foreign Affairs for himself, named his old Katanga henchman Godefroid Munongo to head the Interior and Civil Service ministries.

Woman Trouble. The remaining seven Cabinet posts—except the exception of Defense, which President Joseph Kasavubu wisely retained—were turned over to nonentities. In fact, when Tshombe introduced his Cabinet to the public, he stared blankly for agonizing moments at Youth and Sports Minister Joseph Ndanu, unable to recall his name.

Left to right: Trinidad-Tobago's Eric Williams, Cyprus's Spyros Kyprianou, Malawi's Dr. H. Kamuzu Banda, Sierra Leone's Albert Margai, Nigeria's Sir Abubakar Tafawa Balewa, Malaysia's Tunku Abdul Rahman, Kenya's Jomo Kenyatta, Canada's Lester Pearson, Uganda's Dr. Milton Obote, Tanganyika-Zanzibar's Julius Nyerere, Jamaica's Donald Sangster, Australia's Sir Robert Menzies, Ghana's Kwame Nkrumah, India's L. K. Krishnamachari (representing acting Prime Minister Lal Bahadur Shastri), Ceylon's Mrs. Sumari Bandaranaike, Britain's Sir Alec Douglas-Home, New Zealand's Keith Holyoake, Pakistan's Ayub Khan.

Tshombe's eagerly awaited announcement of a government had been delayed by a full 24 hours when Aoula tried to force a woman into his Cabinet. She was Catherine Tshibamba, attractive young wife of the Congo's first doctor. Though women do not have the vote in the Congo under the new constitution, they may well get it before the next elections nine months from now. Aoula wanted to win a few votes, embarrass Tshombe, and prove that Catherine was at least as qualified to sit in the Cabinet as God-Emperor Kalonji. Only a nighttime call from Tshombe himself convinced Premier Aoula to drop Catherine.

At his first Cabinet meeting, Tshombe served champagne and Simba beer, then took three steps toward appearing the N.L.C. and other dissident left-wingers. He ordered all political prisoners—including Leftist Antoine Gizenga—released immediately: he lifted the highly unpopular 5 p.m. curfew in Leopoldville; he abolished the post of Resident Minister in Stanleyville, thus ending the state of emergency in that Lumumbist stronghold. All of this was intended to change Tshombe's image from that of a white-hearted "selfoil" to a true black African leader. But just in case it didn't work, the Congo's new Premier took out a little insurance. Tshombe ordered his 2,000 tough Katangese gendarmes and their white mercenary officers back from their sanctuary in Angola. For a while at least, they should tide him over the rough spots that certainly lie ahead.

BURMA

Asians v. Asians

In the 17 years since the end of the British Raj, the Indian subcontinent has repeatedly echoed to the thunder of populations on the move. More than 17 million Hindus and Moslems fled across the borders of India and Pakistan in the wake of partition and religious strife in 1947. Since last January, 900,000 more have poured over the frontiers to escape a new wave of religious persecution. Last week still another mass migration was underway as thousands of India's newest dispossessed flocked home from neighboring Burma.

Road to Socialism. There are more than 500,000 Indians in Burma, and a staggering 200,000 of them are expected to leave before the current flood ends. Next week the first of 60 shiploads of Indians will begin docking at the southern ports of Madras and Visakhapatnam. Half a dozen refugee flights from Rangoon are already arriving at Calcutta's Dum Dum airport each day, and the waiting rooms are piled high with the pitiful possessions of the uprooted—lumpy bundles of bedding, cheap suitcases, bright plastic pails stuffed with children's toys and kitchen utensils.

Behind the exodus is the fact that Strongman Premier Ne Win, driving

pell-mell along his "Burmese road to Socialism," has nationalized all small businesses, banks and warehouses, denied trading licenses to aliens, and prohibited non-Burmese from taking government jobs. Ne Win's edicts struck particularly hard at the Indians, who have become the nation's sharpest shopkeepers, but have been reluctant to take out Burmese citizenship.

As a result, many Indian merchants are now serving as \$1-a-day clerks in the shops they once owned, and find themselves constantly being reprimanded by Burmese overseers. Their former employees are even worse off. Some 100,000 poorer Indians, who had worked for Indian storekeepers before nationalization, not only found themselves out of jobs but also out on the street as well, for most of them had lived above the shops in which they worked.

Nothing of Value. Having made it clear that Indians were less than welcome, Ne Win next made it impossible for them to take anything of value when they left. Large-denomination banknotes were abruptly declared invalid, and even after that, adults were allowed to take only 75 rupees (\$15.75) out of the country with them. Though Indian women traditionally convert their cash into gold jewelry and even decorate their children with bangles and bracelets, the Burmese stripped departing Indians of all their jewelry. Many Hindu women were forced to give up the gold and black *manal saina* necklaces that they wear as a symbol of marriage.

A few departing refugees were able to slip some money out of Burma before Ne Win plugged all the loopholes.

But Indian officials are bitter, nonetheless, privately describe Ne Win's nationalization measures as a shabby trick to strip the Indian community of its property with no compensation at all. Nor is Burma's treatment of its Indian minority an isolated case. In Ceylon, where nearly 700,000 Indian plantation workers and tradesmen live as "stateless persons," the regime has launched a "Ceylonization of trade" campaign. And what that might very well mean is yet another mass exodus of Indians.

JAPAN

Narrow Shave

After a couple of two-year terms of competent but colorless rule, Japan's Prime Minister Hayato Ikeda, 64, was supposed by custom to make way for a successor. But when the ruling Liberal Democratic Party met in Tokyo last week to choose a new president—and hence a new Prime Minister—Ikeda upset tradition by bidding for a third term.

Square-jawed and obstinate, Ikeda decided that a third term was precisely what he needed to carry out some "unfinished business," although he never said exactly what that business might be. Two formidable rivals challenged him: 1) Eisaku Sato, 63, Minister of State under Ikeda and the obvious heir apparent, who attacked Ikeda's policy of "patience and tolerance," promised a dynamic regime that

★ Tough old Shigeru Yoshida, now 85, is the only man to have served three consecutive terms as Prime Minister in postwar Japan. That was largely because his premiership from 1948 to 1954 spanned the transition from Allied occupation to Japanese independence.



REFUGEES DISEMBARKING AT CALCUTTA AIRPORT
Across pitiless borders stream the endlessly dispossessed.

would fight for the return of the Kuril Islands from Russia and the Ryukyus (which include Okinawa) from the U.S.; and 2) Atsichiro Fujiyama, a silver-haired sugar baron who had served as former Prime Minister Nobusuke Kishi's Foreign Minister and as party coordinator under Ikeda.

But the two fell short of victory in the closest party leadership election in Japan's postwar history. Ikeda emerged with 242 votes for the party presidency to 160 for Sato, 72 for Fujiyama. In a pithy acceptance speech of 55 seconds, Ikeda pledged to seek "greater cooperation for the purpose of solidifying our great party."

THAILAND

The Marshal's Minor Wives & Major Tickle

On his deathbed in a Bangkok hospital, Thailand's Premier Sarit Thanarat held his comely wife in his arms and sang to her the old Thai ballad that beguins: "The love of 100 mistresses could not be compared to the love one has for his own wife." Sarit may have been altogether too modest. After his death last December (of cirrhosis and other ailments of hard living), Bangkok papers carried the names of more than a hundred women who claimed publicly to have enjoyed his favors and hoped to get a piece of his estate. Among an inner circle of 51 mistresses, whom the old-school Thais delicately call "minor wives," Marshal Sarit had generously scattered villas, autos and other largesse, and fathered at least nine children. Many minor wives actually filed court claims for a share of Sarit's ticks, or baht, as Thais call their money.

Indeed, thanks to the energetic strongman's flair for financial wheeling-dealing, his fortune turned out to be even more spectacular than his dalliance balance. Contesting Widow Thanpuying Vichitra's claim to the marshal's estate, Sarit's two sons by a previous wife estimated that their father was worth at least 2.8 billion ticks, or



PREMIER SARIT & VICHITRA

A dalliance balance of a hundred, plus baht by the billion.

\$143 million. That seemed a lot of baht for a career soldier. So, before allowing his estate to be distributed, Sarit's successor, Thanom Kittikachorn, appointed a five-man committee to see if any government funds had lodged in Sarit's pocket.

Last week the investigating committee published an interim report disclosing that it had unearthed 400 million ticks (\$20 million) in various bank accounts maintained by the late strongman. Even that was peanuts compared with the total value of his nationwide commercial empire, which included a controlling interest—mostly in the names of Sarit's relatives—in at least 15 specially privileged companies. Among them: the only merchant bank allowed to import gold; the only sales agency for the government plywood monopoly; a brewery with a heady share of the government beer monopoly; two companies with concessions to print and sell tickets for the national lottery; a construction firm with major government contracts. Sarit also owned a commercial fishing boat, some 50 autos, 30 Bangkok villas and a 3,000-acre farm.

As to whether Sarit had actually dipped into the till, the committee said that to date it had traced \$17.8 million of government money to Sarit's estate. Committee Chairman Phra Manuvaj Vimolmath said that part of a state fund of 12 million ticks (\$600,000) had gone exclusively to Sarit's minor wives. The money, he said, came from a special government account known as the Funds for Secret Work.

SOUTH VIET NAM

No Time Limit

Hundreds of nervous cops jammed Saigon's Tan Son Nhut airport as a U.S. Air Force jetliner swept in under fighter escort. As the plane swung sharply to a halt, out stepped the new U.S. ambassador, General Maxwell D. Taylor, fresh in shining sharkskin and a bright resolve. The Viet Cong had sworn to kill him, and indeed a terrorist carrying a homemade grenade in a loaf of bread had been captured just yards from the U.S. embassy the day before. But Max Taylor figured to stick around a while—at least until after the U.S. election. "I'm here to assure you of our unstinting support," he told the Vietnamese officials who greeted him. "There is no time limit in that commitment."

Down Rise. To South Viet Nam's leaders, this must have come as a pleasant surprise. Only eight months ago, General Taylor and Defense Secretary Robert McNamara had been talking of withdrawing all U.S. troops by 1965. This served only to inspire the Viet Cong, hardly helped morale in Saigon.

From the very start, Taylor set a no-nonsense pace. He huddled immediately with U.S. Forces Commander Lieut. General William Westmoreland. Wasted on the new arrival were the talents of former Ambassador Henry Cabot Lodge's superb cook "Can," for Taylor eats quickly and sparingly, scheduled "working lunches" for weeks ahead. Accompanied by Deputy Ambassador Dr. Alexis Johnson, also newly



AMBASSADOR TAYLOR (WHITE SUIT) GREETED BY GENERAL WESTMORELAND
A tight schedule, and an eye for the 1,002nd solution.

arrived. Taylor embarked on a series of meetings, briefing and protocol sessions on his first day. He was up with the dawn next morning to pay a call on goateed Premier Nguyen Khanh.

Then he flew off to the seaside town of Da Nang to celebrate South Viet Nam's Air Force Day. Trim F-100s lined the runway as several score of Vietnamese pilots plus three U.S. aviators were decorated with the Medal of Gallantry with Gold Wings. At the nearby base hospital, Taylor passed out Purple Hearts to two wounded Americans and stopped to chat with a sergeant who had jumped with him over Normandy on D-day 20 years ago.

Phosphorus Barrage. From the 16,000 U.S. military men stationed in South Viet Nam, Taylor demanded an increased effort. "We're already aiding the Vietnamese in a thousand and one ways," he told them. "But let's not be satisfied when it might prove that the thousand and second way is the decisive one." Just how seriously that exhortation was taken was proved during one of three Viet Cong raids last week on U.S. Special Forces camps. When two Viet Cong battalions hit the camp near Nam Dong with a pre-dawn barrage of white phosphorus mortar shells, U.S. Master Sergeant Gabriel Alamo and an Australian warrant officer fought their way to a weapons pit, fired parachute flares that illuminated the whole battle area—themselves included. They kept the flares burning even as the Viet Cong zeroed in on them. When the shooting stopped, Alamo, the Australian and 48 defenders were dead. But so were 107 Viet Cong raiders.

FRANCE

The Killer of Little Luc

Leaping from four police cars in a Versailles square last week, a wedge of cops hustled their handcuffed prisoner toward the doors of St. Pierre jail. Before they could make it, a screaming mob burst through police lines and pelted the prisoner with blows. "Give him to us!" they cried. "Kill the monster!" Their target was the confessed killer of little Jean-Luc Taron (TIME, June 19), and he seemed elated at the commotion. Turning to the *flics*, he yelled above the uproar: "They're right! I am a monster!"

In truth, Lucien Léger, 27, looked disappointingly unlike most Parisians' spine-tingling image of *l'étranger*, the Jekyll-and-Hyde stranger who had hogged the headlines and taunted the police for 40 days. "The Machiavelli of crime," as France-Soir had dubbed him, turned out to be a colorless, bespectacled little (5 ft. 4 in., 130 lbs.) male student nurse from the shabby suburb of Villejuif. His hobby was writing banal verse, which he set to borrowed music; he even paid to have his songs recorded and issued in a jacket flatteringly decorated with his face and name.

Trapped by the last bizarre stunt in



THE RECORD
Songs to strangle by.

his succession of bragging phone calls and letters to the police and press, Léger sat chatting with detectives at police headquarters as a squad from the Sûreté's First Mobile Brigade searched his apartment: in it they found the lined rose-tinted pad on which all 58 of the stranger's messages had been written. After 24 hours of grilling, Léger burst into tears and admitted: "Oui, je suis bien l'assassin du petit Luc." He was drawn to the little boy, he explained, because "he seemed as unhappy as I was when I was his age."

An Undercover Talleyrand

The road to espionage is rarely paved with good intentions. Most of the "agents" working the dark corners of the cold war were lured there by simple greed or forced there by blackmail. But in the case of French Spy Georges Pâques, the motive was sheer do-goodism, complicated by a dash of intellectual vanity.

Since the Sûreté blew his cover last year (TIME, Oct. 4), the chubby, urbane French press attaché to NATO had been busy preparing his rationale. Last



THE TRAITOR
Seminar of spying.

week, at his trial before a state security court in Paris, he unveiled it. Posed imperiously in the box, with one hand resting lightly on a thick dossier and a thin smile playing across his face, Pâques took six hours to tell his tale of misguided intelligence. His 19-year career as an agent in the pay of the Soviet Union, Pâques argued, had been nothing more than a clandestine political seminar, an effort to explain the intricacies of French policy. By filling the Russians in on Western military strength, he also felt he could counter-veil the "excess of weight" of the Anglo-Saxons—particularly the U.S.—in Europe and Africa, and perhaps prevent war based on miscalculation.

A Bit Choosy. Pâques believed he was ideally suited for this role. After all, he was a *normalien*—a graduate, like French Premier Georges Pompidou and Philosopher Jean-Paul Sartre, of the prestigious Ecole Normale Supérieure, and thus a "certified intellectual." So, first in Algiers in 1944, later in Paris, where he served in a succession of government departments, Pâques began a series of "political conversations" with a changing list of Soviet embassy personnel.

The Russians were eager to learn, gladly put up with Pâques' innocuous profiles of government ministers and long-winded explanations of French diplomatic thinking until their instructor could provide them with more valuable information. For his part, Pâques insisted that his pupils at least be apt. When an embassy official named Lysenko became his contact in 1959, Pâques complained crablantly about the Russian's "lesser intellectual capacity" and Lysenko's banal insistence on teaching him how to use a microcamera.

A Message from Garcia. In 1962 the Russians found an ideal student for their French teacher, Vasily Vlasov, first secretary in the Soviet embassy, clucked sympathetically at Pâques' revelations of "the aggressive intentions of the United States," urged Pâques to turn down a job in French counterespionage in favor of one on NATO's information staff. "He thought I had neither the character nor the temperament for counterespionage work," Pâques told the court. "He was interested in my fate."

Now Russian patience paid off. Using the code name Garcia, Pâques set up meetings with Vlasov in Métro stations, cafés, the Bois de Meudon and a suburban church. During the ten months he served as NATO information officer, he handed over the Allied military contingency plans for the defense of Berlin, a document of NATO's military-force needs from 1958 to 1963, a top-secret military plan named Fallex, many NATO studies on the political situation in Soviet satellites, psychological warfare plans, and regularly briefed Vlasov on the NATO ministerial conferences he attended. It was all good, hard intelligence, for Pâques had a "cosmic" clearance—the classification in NATO sec-

and only to "cabale," the top status.

Pâques would have gone undetected except for a Russian defector who early last summer told the U.S. Central Intelligence Agency that Moscow had obtained the Allied contingency plans for Berlin from sources in Paris. The Sûreté immediately began tailing Pâques and 15 other suspects, rapidly narrowed the field to him. The charge against him was treason, which under the French penal code carries the death penalty. But as the court listened openmouthed to Pâques' naive self-justification last week, a spark of sympathy was struck. As his defense counsel put it: "He was a *normalien*, a man who thought he was capable of maintaining his own permanent summit conference with the Russians, a sort of undercover Talleyrand." For that reason they sentenced Georges Pâques to life imprisonment.

WEST GERMANY

Adenauism

When Konrad Adenauer stepped down as West Germany's Chancellor last October, the Christian Democrats who took over hoped that he would fade into political oblivion. Not a prayer. *Der Alte* has not hesitated to snipe at the policies of his successor. Last week he bounced right back into center stage. In the first open challenge to Ludwig Erhard's leadership, Adenauer berated his successor for rejecting the "complete union" of France and West Germany that Charles de Gaulle had proffered in Bonn earlier in the month.

Backed by other powerful "Gaulists" in the ruling Christian Democratic Union, Adenauer urged support for a loose association of sovereign states, the European Third Force that De Gaulle en-

ALFRED REICHENBERG



ACROSS THE FIELD & INTO THE WIRE

The crop was high, but so was the Grepo's eye.

BERLIN

They Keep Coming

Two East German brothers, aged 19 and 21, crept silently into a grain field at the East-West border one recent summer afternoon and flattened themselves amidst the billowing green stalks. Looming above them were two 30-ft.-high wooden guard towers manned by grim East German Grepos toting machine pistols, and between the towers stretched three rows of ugly barbed wire.

For six hours the brothers lay still. Then, just before 7 p.m., West Berliners strolling on the other side of the field stopped in their tracks, aghast, as they saw the two young men rise to make their break. Wearing heavy gloves to protect their hands, the brothers vaulted one row of wire, then another, finally the third. Luckily, the guards' backs were turned. Only one shot was fired—and that by a young West Berlin woman who excitedly snapped her camera (see cut) just as the two successfully hurdled the final barrier to freedom in the West.

visions, rather than the Atlantic-oriented federal union advocated by Erhard and most other European leaders. Echoing this line, former Defense Minister Franz Josef Strauss challenged the Chancellor's constitutional right to determine foreign policy.

Word of the new Adenauism reached Erhard while he was paying a visit to Denmark. On his return to Bonn, Erhard growled: "In Denmark I did more for the consolidation and cohesion of Europe than was achieved by some of the talk back here."

Then, with a forcefulness that has often been lacking in his chancellorship, Ludwig Erhard angrily told a Cabinet meeting that De Gaulle had specifically "tried to place before us the alternative of choosing between Paris and Washington." As a top government official summarized Erhard's position: "A Europe that consists of two states is not the Europe that the federal government has in mind. Close cooperation between France and West Germany is a precondition for the creation of Europe. But it is not an end in itself."

GREECE

Slap for the Center

Prime Minister George Papandreu's lure for leftist support in last February's national elections was a pledge to repeal anti-Communist legislation enacted between 1946 and 1949 when Communist guerrillas tried to seize power. Sure enough, Papandreu's Center Union, having garnered 173 seats in Greece's 300-member Parliament, rammed through a bill to free most Communist prisoners convicted of sedition and murder, abolish political deportations, and deprive the police of power to withhold work permits on political grounds.

In municipal elections last week, Papandreu's more liberal policies toward the left were put to the test, and the ruling Center Union emerged the principal loser. Leftist and pro-Communist candidates running under the banner of the United Democratic Left Party or as independents won more than half of the 230 mayoralty races. And it was mostly at the expense of Papandreu's followers. Most embarrassing to the government was the balloting in Athens, where 1,850,000 of Greece's 9,000,000 people live. There Pausanias Katsotas, a minister in Papandreu's Cabinet who resigned to run for mayor, polled only 25% of the vote, trailing both leftists and rightists.

ALGERIA

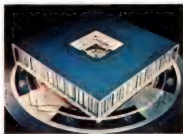
Still in the Saddle

Treachery last week ended the short-lived revolt of Colonel Mohammed Chaabani, 32. Guided by informers to an oasis where Chaabani and 87 followers were resting, government troops surrounded the overconfident rebels and forced them to surrender without firing a shot. It was one up for Ahmed ben Bella, Algeria's harassed Premier and President, who clings uneasily to control of his ragtag nation.

Arrests, dismissals and resignations were becoming a habit: hardly a day went by without some new police swoop. One victim was Abderrahmane Farès, a foe of the regime, who was interim President when Ben Bella first came to power in 1962. Disaffection reached into the Cabinet and was ruthlessly dealt with by Ben Bella. Out went the Minister of Interior, who resigned in protest against a decree ordering regional governors to bypass the ministry and report directly to the President. In Switzerland, Ben Bella moved swiftly against Mohammed Khider, the former revolutionary comrade who had fled into exile with a reported \$1,200,000 in party funds. At Algeria's request, Swiss officials blocked Khider's bank accounts.

All this demonstrated that, though he is increasingly isolated, Ben Bella is in the saddle and means to stay there. As long as the army remains loyal to the regime, he probably will.

GAS...the energy of the future, air-conditions 80% of World's Fair



The Federal Pavilion



World's Fair Heliport



Ford Motor Pavilion



Hong Kong Pavilion



Travelers Insurance Pavilion



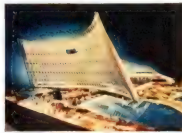
Better Living Pavilion



Bell Systems Pavilion



Festival of Gas



General Motors Futurama

Come to the Fair—and be comfortable! Never in the history of fair-going have so many people been so delightfully cool. Visit any of the spectacular pavilions pictured here, or dozens of other great buildings at the "World of Tomorrow," and you will enjoy a fabulous "Climate of Tomorrow"—because nearly 80% of the Fair is air conditioned by modern Gas.

Exhibitors at the Fair overwhelmingly selected Gas to keep comfortable its prospective 80,000,000 visitors, because Gas does the best job of both heating and cooling. Their choice was forecast by the fact that for several years the finest homes being built across the country have been installing Gas year 'round heating and cooling. Experts now predict that in the next few years *every home* not centrally air conditioned will be obsolete. Gas is unquestionably the favorite to dominate

tomorrow's enormous demand *because Gas air-conditioning is the most dependable and economical.*

Ninety-nine percent of the food eaten at the Fair, in everything from gourmet restaurants to hot dog stands, is cooked fast, cool, clean and tastier with Gas. Throughout, exhibitors rely on Gas for hot water heating—as most of America does. And at the "Festival of Gas" there is a preview of dramatic new Gas appliances being developed.

Call or stop in sometime soon at your local Gas company. Let their experts personally show you the latest in modern living with Gas, or discuss with you the new commercial and industrial applications of Gas that are making news. You'll agree, Gas will be *your* energy of the future because Gas offers you the most—both for today and for tomorrow!

©1964 General Motors Corp. All rights reserved.

BE SURE TO VISIT THE FESTIVAL OF GAS PAVILION — ADMISSION FREE. See the exciting Norge "Kitchen of Tomorrow"... the fascinating H. J. Heinz "Magic of Food" Show... and dine deliciously at Festival '64—the American restaurant, operated by famed Restaurant Associates.

AMERICAN GAS ASSOCIATION, INC.

**LIVE MODERN
FOR LESS
WITH**

GAS

The Bird that rules the bourbon roost

This is Mr. Big among all bourbons. Here's class & character and a very, very smooth taste. Daniel Webster & Andrew Jackson wouldn't settle for less. Nor do millions of today's Americans who've made Old Crow the No.1 bourbon. Next round—make it better, make it smoother, make it with the Bird.

OLD CROW

The greatest name in bourbon



DISTILLED AND BOTTLED BY THE FAMOUS OLD CROW DISTILLERY CO., FRANKFORT, KY.

THE HEMISPHERE

CUBA

Friendly Fidel

Fidel Castro generally is inclined to thumb his nose at the U.S. and at any other country that disagrees with him. Last week he changed his style and seemed to be waving and grinning all around. In a flurry of interviews with and invitations to U.S. newsmen, he sought to convince everybody that Cuba wanted nothing but peace and good fellowship with its neighbors—particularly the U.S.

Sugar, Anyone? For an opener Castro sought out the New York Times, which shares with the Associated Press the distinction of operating the only U.S. news bureaus in Havana. In 18 hours of talk, Castro laid it on thick for Times Correspondent Richard Eder—and the Times, in its characteristic fashion, gave Castro its front page for a forum. The bearded Cuban talked about reconciliation with the U.S., smoothly suggested that now was the time to normalize trade relations—meaning his lost sugar sales—and mused about the possibility of resuming diplomatic relations. He even admitted that he had supplied aid to guerrillas in other parts of Latin America, and airily offered to cease and desist if the U.S. would end its own subversive activity inside Cuba. "We do not hate you," said Castro magnanimously. "If the U.S. is ready to

live with us, then we would feel the same obligation."

No sooner was the Times interview in print than Castro wired 25 U.S. newspapers and magazines, "cordially" inviting them to send representatives to Cuba to witness the country's July 26th anniversary celebration in Santiago in eastern Oriente province. Most of the big-city papers were included, from the San Francisco Chronicle to Boston's Christian Science Monitor. TIME and Newsweek were invited. But no Miami or Scripps-Howard papers were on the guest list, nor were any of the television networks.

Trouble. What was behind Castro's sudden image-polishing? Washington's Castrologists put it in a word: trouble. Though Castro remains in ironfisted control of his island, the economy is just barely bumping along, cut off from any real trade with the West and without enough help from Moscow to make a go of it. Abroad, Castro's image has been severely tarnished by the spectacular defection of his sister Juanita (TIME, July 10). And next week the 20 foreign ministers of the Organization of American States will meet in Washington to vote on sanctions against Cuba for shipping arms to Communist terrorists in Venezuela. The prospect is for a clear two-thirds majority branding Castro an "aggressor." The OAS is expected to ask all hemisphere nations to break their remaining economic ties with Cuba.

Aside from the New York Times, which thought that Fidel's friendly new look "deserves serious scrutiny and thorough exploration," the reaction was generally cool. The State Department regarded the Cuban overture as an attempt to buy time and take some of the steam out of the OAS, advised Castro to back his words with evidence. Said a spokesman: "We have consistently maintained that there are two elements that are not negotiable—Castro's ties of dependency with the Soviet Union, which are tantamount to Soviet domination, and the continuance of Castro's promotion of subversion elsewhere in the hemisphere."

POPULATION

Double by 1986

What part of the world has the fastest growing population? Not India and not Communist China. The population explosion is strongest in tropical South America—a 5,300,000-sq.-mi. area encompassing Bolivia, Brazil, Colombia, Ecuador, Peru, Venezuela, and the three Guianas. British, Dutch and French (see map). According to the Population Reference Bureau, an independent, nonprofit organization based in Washington, D.C., these nine coun-



tries are growing at an average rate of 3.2% each year, compared with about 2% for India and Red China. At current rates, their 121 million population will double by 1986; in 100 years something like 3.8 billion people will be fighting for survival in the area's inhospitable mountain ranges, jungles and deserts.

High birth rates of 40 to 50 per 1,000 annually have long been a fact of Latin American life. Since World War II, modern medicine has reduced the death rate to less than 20 per 1,000 in most countries. Brazil, whose 78 million people are increasing by 3.6% each year, is growing the fastest; next comes Venezuela, with 8,100,000 and a growth rate of 3.3%. Tiny Ecuador, whose 4,700,000 people stand 43 to the square mile, already has the highest population density of any South American country, and is compounding the matter with a 3.2% growth rate. Only in mountainous Bolivia, where 2,400,000 Indians struggle to exist in the thin Andean air, do the deaths start approaching the births.

The human explosion poses staggering problems for the nine nations—and for the U.S. as their Alianza partner. Almost half of the region's population are under 15 years of age, children who must be educated and trained for jobs, which must then be found for them. In Brazil, despite all efforts to build more schools, only half the children are getting a grade school education, only 6% high school training. Concludes the Population Reference Bureau: "Until a new 'vital balance' is achieved—a low birth rate balancing a low death rate—economic progress and better living conditions for each citizen will be very difficult to attain, if not impossible."



EDER & CASTRO
 Buying some time.

**Glass Conditioning*:
How a modern hotel
softens sun glare with
unique glass from PPG**



Outside, the sun is high and bright and harsh. It drenches these vast glass walls with heat and glare. It floods the city with its brilliance.

Yet, in this room the sun is subdued. It plays mildly across the white paper, the black letters of a page; softly accents the rapt face of a child. GRAYLITE® Glass in the windows has gentled the glare.

This modern hotel has been Glass Conditioned.

GRAYLITE, a product of Pittsburgh Plate Glass Company,

brings added comfort to the open delight of today's glass-walled buildings. It is one of many PPG environmental glasses used for Glass Conditioning—the modern technique for controlling the effect of the sun's heat and light.

Remarkably, these products cost little more to install than conventional glass. Look into the advantages of Glass Conditioning for your next building project. We'll be happy to work with your architect.

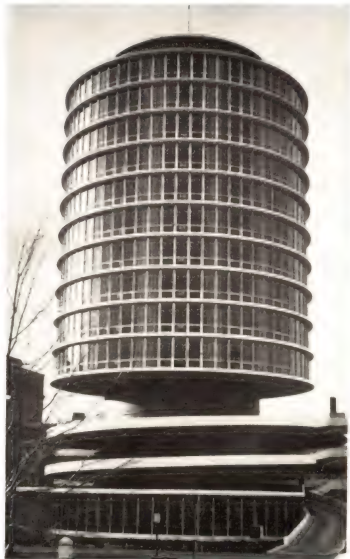
Pittsburgh
Plate Glass
Company,
Pittsburgh, Pa.



PPG makes
the glass
that makes
the difference



Floor to ceiling window walls provide light, openness and a dramatic view. PPG GRAYLITE softens the glare of the sun to a comfortable level, even in direct sunlight as at left and above.



The Christopher Inn, Columbus, Ohio. 140 guest rooms encircled by PPG GRAYLITE Glass, which helps keep rooms pleasantly cool despite direct rays of the sun. Architects: Karlsberger Associates, Columbus.

*Service Mark



SELLERS & BRIDE BRITT
The wheel came full cycle.

"I suffer from a prolonged mechanical adolescence," says **Peter Sellers**, 38, who loves nothing better than a spin in his 83rd car, a \$19,600 Ferrari, which makes a nice change of pace from his 82nd, a \$14,000 Lincoln Continental. But 100 m.p.h. can be hard on the heart, and an April cardiac seizure made Peter feel like a very old man, so the wheel has come full cycle, and it's back to puberty under an English country lane for the convalescent comedian and his bride Britt Ekland.

Mary Ann, 10 mos., **Mary Magdalene**, 10 mos., **Mary Catherine**, 10 mos., **Mary Margaret**, 10 mos., **James Andrew Fischer**, 10 mos., and their five older siblings take the giant economy-size carton. What's more, says Mother Mary Ann, they have a new brother and/or sister due in September. One company that that's strictly milk and honey to is Borden's, which has just lined up the quints and their family to boost everything it sells from gum to beans, but mainly guess what, Elsie, move over.

The memories were still strong, and gawking sightseers made N Street all but impassable, so **Jacqueline Kennedy**, 34, decided that next fall she, Caroline and John Jr. will move to impersonal Manhattan and put their twelve-room Georgetown house up for sale.

It was too early for Bastille Day, too late for the Fourth of July, but **Frank Sinatra**, 46, is so big for independence that he started his own revolution in Paris. During a wild night on the barricades, tossing firecrackers and four-letter sizzlers, Frank and his Hollywood citizens led French photographers to hot spots from the Left Bank to the Champs Elysées. As a cherry bomb burst in the air outside one *boite*, a French newspaper asked, "Is that a game for middle-

aged men?", to which Frankie glared redly. "Say that again and I'll smash your face in." She didn't, but the pack routed the rabble anyway with drawn knives, a gin bottle and a couple of clubs, leaving some Frenchmen thinking wistfully: *Quel dommage* the Bastille was ever torn down.

In Washington, D.C., the estate of Builder **Morris Cafritz**, who died last month at 77, was tidily appraised at \$24 million, of which the feds will get \$3,000,000, his widow, sometime Party Giver Gwen, \$6,000,000, his three sons and charity the rest.

Bounding triumphantly from the grueling examinations that won him his *lycée's* coveted *bachot*, **Charles de Gaulle**, 15, *mon général's* oldest and favorite grandchild, reported that as his examination code name he had used "*L'état, c'est moi*." Despite dark suspicions that "certain professors are intimidated by my name," he nevertheless flunked Latin, pulled through on the strength of his French and history, which surprised few of his fellow students, among whom he is already famous for his imitations of Grandpa. "I am a Gaullist," he explains, grandly. "But if I were in Grandfather's place, I would be much more intransigent."

Oregon's Senator **Maurine Neuberger**, 57, who succeeded her husband Richard after his death in 1960, will be married "some time this year" to Dr. Philip Solomon, 50, a divorced Boston psychiatrist.

As it must to practically anyone who parks in Rio de Janeiro nowadays, *pifff* came to **Lincoln Gordon**, 50, U.S. Ambassador to Brazil. The official Cadillac (license: CD3) was parked in a forbidden zone across from the embassy, whereupon a Rio cop breezily whiffled the air from its front tires, preparatory to having it hauled away as part of the city's enthusiastic traffic improvement campaign. A hard-pumping attaché soon got things rolling again, however, and there was one consolation, Gordon got dozens of sympathetic phone calls from fellow flatties. Said he: "This is the first time in three years I've had such unanimous support."

Well, the candidate was a Dodger, a well-known Dodger, and he was dodging the accusations made by Vermont Bricklayer **Rene Morin**, 51, that he, **Leo Durocher**, 57, had stolen the heart of Morin's wife Anna, 51. The original Lip was curled up on the witness stand in Middlebury, Vt., during Morin's \$150,000 alienation-of-affections suit. "I respect and admire Mrs. Morin," grated Leo, giving the ump his side of the story. But the girl "I am very, very much in love with" is Morin's daughter

Carolyn, 26, a leggy actress-model and the coach's onetime secretary, whom he has dated since his marriage to Actress **Laraine Day** was rained out in 1960. He gave mother and daughter gifts, he agreed, but to persuade Carolyn to become Mrs. D. Said she: "If the offer is still open, I might reconsider."

Foreign devils do it. Even Moscow revisionists do it. But for **Mao Tse-tung**, 70, leader of the glorious Chinese People's Republic, to indulge in such barbarian ostentation as a limousine was hardly thinkable. Nonetheless, Mao has apparently decided to make the great leap forward in style. Peking has placed an order with Britain's decadent Rolls-Royce Ltd., for a \$12,726 Silver Cloud Mark III and a \$20,454 Phantom V. They should do a lot for his image at the Gate of Heavenly Peace, since with a little friendly assistance even the clock in a Rolls can be persuaded not to tick.

Kelly's Law states that if you bring your umbrella to work, it won't rain. It also decrees that if a Democratic Senator breaks his back in western Massachusetts, he will wind up with a Republican town committeewoman for a day nurse. To be sure, it made for some stimulating discussion at Northampton's Cooley Dickinson Hospital, but **Teddy Kennedy**, 32, failed to shake Mrs. Esther Madden on either the merits of Barry Goldwater or the demerits of the civil rights law before he was strapped onto a stretcher and driven 100 miles to Boston's New England Baptist Hospital, to be close to his family for the six to ten months he may have to stay. "He's a wonderful man and a wonderful patient," said Nurse Madden. But would she vote for him? "I wouldn't comment on that."



KENNEDY, NURSE MADDEN & WIFE JOAN
But the lady wouldn't say.

BOTTLED IN SCOTLAND • BLENDED SCOTCH WHISKY 40% ALC/VOL (80 PROOF) • IMPORTED BY CANADA DRY CORPORATION, NEW YORK, NEW YORK



Since there are 208 different Scotches...how can you be sure this is the world's smoothest?

Smoothness is difficult to define, since everyone has his own idea of just what it is.

Some say smoothness is lightness.

Others say it's a "round" taste: the blending of a number of mature Scotch whiskies to produce a well-rounded body and flavor.

Whatever the definition, this much *is* known: people want smoothness most of all in the Scotch they drink.

And more people enjoy Johnnie Walker Red than any other Scotch.

It is so very smooth, so very satisfying, that it is the largest-selling Scotch whisky in the entire world.



Johnnie Walker Red — just smooth, very smooth



Billy is going home in one of our '64's. The warranty

The 5-year or 50,000-mile warranty[†] on the engine and drive train of every new 1964 Chrysler Corporation car is the longest, strongest warranty of its kind ever issued on an American car.

This warranty is the finest protection a new car investment ever had.

It protects you against big repair bills resulting from defects in these expensive-to-repair parts. It pays for labor as well as parts.

Even if the car is sold, the new owner enjoys the un-

expired balance of the warranty. For which he'll gladly pay extra. But most of all, our exclusive 5-year or 50,000-mile warranty is clear-cut evidence of engineering excellence—and the superior performance you can expect from your new Plymouth, Dodge, Chrysler or Imperial car from Chrysler Corporation.

And your lasting satisfaction helps Chrysler Corporation, the eighth largest industrial business in America, move ahead with confidence in its growth and enthusiasm about the future.



could still be in force when he goes to school.

*Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

Plymouth • Dodge • Chrysler • Imperial



**CHRYSLER
CORPORATION**

Visit Chrysler Corporation's "Autoworld" at the 1991 World's Fair



Now you can take a secretary on your business trips

The Travel-Master is the most portable of portable dictating machines. It's book-size, weighs 5 pounds, won't even crowd your attache case. Carries its own modern, permanent, rechargeable batteries so you can use it anywhere. The Travel-Master records on the Dictabelt record, unique "sound you can see," the most practical recording medium ever developed for dictation. Call Dictaphone today for a demonstration. You'll find them listed in the Yellow Pages.

Dictaphone

EDUCATION

CAMPUSES

Advice from a Wise Old Computer

The typical junior college for 4,500 students requires 142 classrooms, but the junior college soon to be built in St. Louis will do the same job with 80. The savings will be \$3,000,000, and all the credit goes to a wise old computer.

Using techniques followed by aerospace engineers to simulate the performance of the Gemini space capsule, technicians at St. Louis' McDonnell Automation Center fed an IBM 7094 computer a diet of data that included the college's projected curriculum, the expected line-up of courses for the students, the size of classrooms, labs, lecture halls and shops, the size of the faculty, and time patterns for classes. In less than 30 minutes, the computer produced a schedule that would keep the instructional areas in use for 80% of the college's 45-hour week—as compared with an average utilization rate of from 30% to 50%.

Following the computer's advice, 100,000 sq. ft. were lopped off the building plans for the new campus. Two additional colleges are planned, and by 1970 a student body of 16,000 is expected for the three superefficient campuses. Said a grateful taxpayer: "How do you give an honorary degree to a computer?"

TEACHERS

Nuns for the 21st Century

From Columbia University last year, a Roman Catholic nun working for her M.A. in Russian flew off to the Soviet Union to do interviews on the 1917 Revolution. At the University of California in Berkeley, one of the nation's best centers for Hispanic studies, another nun, expert in Spanish, has just been offered a job as a teaching fellow. In New York, sisters attending Manhattanville College of the Sacred Heart avidly study the sometimes shocking works of Samuel Beckett, and other nuns press curiously into a Second Avenue loft to take in the blasphemous black mass of Jean Genet's *The Blacks*.

Many such horizon-widening studies for U.S. nuns are planned and sponsored by the Sister Formation Conference, an organization successfully dedicated to raising the educational standards of the nation's 104,000 teaching nuns. Says Sister Bertrande Meyers of Missouri's Marillac College, which runs a year-round training program for the conference: "We prepare nuns for the 21st century."

How Many Hail Marys? Until recently, most U.S. sisters were barely prepared for the 19th. In 1952, one survey showed that only 13 out of the 255 religious communities had training programs to provide their nuns with bachelor's degrees, while 118 had no educa-



SISTER ANNETTE

tional facilities of their own. So heavy was pressure from bishops to get nuns, even if badly trained, into expanding parochial-school systems that thousands of sisters were sent out to teach after two years of a spiritual novitiate. By secular standards, few were qualified to do much more than keep order in class and provide a "one Hail Mary and two Hail Marys make three Hail Marys" level of instruction.

Sister Formation has helped change that. Founded in 1954 by the National Catholic Education Association and superiors of the principal U.S. sisterhoods, the conference has set up four fulltime accredited centers for nuns at Catholic women's colleges, organized dozens of summer courses for sisters already committed to parochial-school teaching. It has persuaded well-fixed orders to open their facilities to less affluent sisterhoods, and to Episcopal nuns as well. About nine-tenths of the nation's sisterhoods have added in whole or part a standard five-year curriculum for nuns—heavy on liberal arts, light on professional education courses. Sister Formation's summer courses, and its monthly bulletin edited by Sister Ritamary of Washington, sometimes offer more avant-garde theology than most seminaries for priests allow.

A Wider Mission. The aims of Sister Formation are not narrowly professional or narrowly Catholic. According to Sister Annette Walters, the Minnesota psychologist who has been its executive director since 1960, the conference seeks to integrate a nun's spiritual and educational training. One current debate within the conference involves this spiritual training: some religious superiors, like Mother Regina of the Sisters of Mercy, believe that the conference should take its norms from the zealous Better World Movement, founded by Italian Jesuit Riccardo Lombardi.

Sister Formation believes that nuns should take a wider and more active mission role in the world. Thus nuns majoring in sociology at Marillac spend



NUNS IN CLASS



SISTER MARY EMIL

Keeping order to expanding horizons.

long hours in St. Louis courts learning how the law operates, and those at Mundelein study civil rights and the psychology of poverty. In pursuit of higher education, nuns sometimes exchange their habits for dresses (as did the Columbia student who toured Russia) or get ecclesiastical permission to study writers, such as Sartre and Gide, whose works are on Rome's Index of Forbidden Books. And when nuns go on to graduate school, says Sister Mary Ann Ila of Mundelein, "the best type of university is often a state or large private university, and not necessarily a Catholic one."

"We must be dedicated to being the best-prepared teachers possible," says Sister Mary Emil of Detroit's Marygrove College, who believes that "we are within ten to 15 years of establishing the sisterhoods as the best-trained teachers on the American scene." Since one-tenth of the nation's children attend Catholic parochial schools, Sister Formation represents a national asset that will pay off not just in better-educated sister-teachers but also in better-educated Americans.

BOOKS

The Curse & The Hope

(See Cover)

Tell about the South. What's it like there. What do they do there. Why do they live there. Why do they live at all?

You can't understand it. You would have to be born there.

—*Absalom, Absalom!*

The myths, mysteries, and hard realities of the South are the preoccupation of Presidents, the puzzlement of foreigners, the daily grist of newsmen, and the astonishment of the entire nation. Is the South a war camp of church bombings and station-wagon burnings, or is it a region earnestly attempting peaceful compliance with a hated civil rights law? Does it ask for "understanding" merely to delay the inevitable? Or is there a wound so deep that it will not heal for generations to come? Is poverty too prevalent? Is sex too obsessive? What sets Southerners apart—what lies at the root of their beliefs and behavior?

One man who knew was William Faulkner. He was born there, in Mississippi, heir to and prisoner of the crinoline-and-lace tradition; he died there in 1962. In writing 19 novels and 80 short stories, almost all about the South, he won through to an understanding that in its richness, scope and completeness, tragic vision and comic invention, will not soon be equaled. At his best he penetrated the magnolia curtain of Southern illusions to the secret springs of motive and action. He said, in effect, "This is the way it feels to be Southern"—something the North needs to know and the South may even need to be reminded of.

Faulkner's vision has little to do with sit-ins and registration drives. His is a vision of history and the heart. It begins with the land in its original wildness and its taming and spoliation by the first settlers and their slaves. For him the crime of the South was chattel slavery, and the white man's denial of the Negro's equal humanity was an ineradicable curse on the land and its people. Ever since, Faulkner argues, the white Southerner has been burdened by a crippling, unacknowledged guilt, as intimate and inescapable as it taken in with the milk of his mother—or of his Negro wet nurse.

Slavery brought the disaster of the Civil War, which united the South, gave it legends, but impoverished it. Reconstruction, by attempting to impose rev-

olutionary change, created the South's implacable resistance to change, and thus put off for a century any real hope of racial equality and the working-out of the Southerners' guilt on their own initiative—which is the only way guilt can be worked out.

The defeated whites clung to the past when Mississippi had been one of the richest states in the Union and Jefferson Davis the rebel President. They were scared because they felt that they were

again and again the fear and the reality of miscegenation, and he makes comprehensive the sexual hysteria behind the myth of Southern white womanhood. He can extort reluctant understanding for a code of grim and instant violence.

Faulkner also knew the gropings and costs of conciliation, and the difficulty and urgency of arousing men of good will to action. He spoke of the future not as a social scientist with a blueprint and a program, but as a novelist of "the human heart in conflict with itself"—as he said when he received the Nobel Prize. Thus his hopes are implicit in the psychology of the characters he created and in the moral judgments he requires the reader to make. And what he seemed to hope was that out of the heart in conflict, out of the crisis of conscience, could come a new reverence for the land and all its people, and a voluntary recognition by the individual white Southerner of the humanity of the individual Negro. He put his faith in the generation now coming to maturity to go much farther than its fathers.

For those who had ears to hear, Faulkner was offering these things more than a quarter-century ago, back when the public that was embracing *Gone With the Wind* could dismiss the South's sporadic violence (119 lynchings in the '30s) and constant racial repression as merely a peculiar regional problem. Faulkner himself was often treated as a strictly regional writer. In 1945, just five years before he won the Nobel Prize, nearly all his novels were out of print. Many white Southerners still turn away from him as difficult, gothic and horror-ridden, loaded down with a guilt they claim they do not feel. Yet today William Faulkner is the one writer—sociologist, historian or novelist, Southerner or Northerner, white or Negro—who is inescapably relevant to a compassionate understanding of the Southern crisis.

Born & Bred. Halfway through the writing of his third novel, *Sartoris*, he had a vision: "I discovered that my own little postage stamp of native soil was worth writing about and that I would never live long enough to exhaust it. I created a cosmos of my own." He called it Yoknapatawpha County and set it down in the rolling pine hills and cotton-rich valley bottoms of northeastern Mississippi, 80 miles from Memphis, Tenn., named its county seat Jelf-



FAULKNER INSPECTING HAND-HEWN LOG BARN
Back to native roots.

few and the Negroes myriad; they were stubborn because only by convincing themselves that the Negro was somehow inferior, like a pet or a horse, could they justify their long crime of refusing to recognize him as an equal human being; they were violent, partly from the strain of sustaining this myth, partly from fear that if the myth was once cracked, at any point or in any context, the whole perilously maintained social structure would collapse.

Gropings & Costs. Thus Faulkner's stories know the moment when a Southern child first hates, and what happens to men who use other men as tools. Faulkner brings alive the Southern preoccupation with the past and the sickness of living in memories. He teaches

THEY MEETIN'—FATE "TRAILER" BY JIMMY J. GARDNER/ARTIST

erson, and peopled its 2,400 sq. mi. with 15,611 residents—Whites, 6,298; Negroes, 9,313. William Faulkner, sole owner and proprietor."

Faulkner set 15 of his 19 novels in Yoknapatawpha County. He drew its map, crisscrossed its landscape in his stories, plotted the intricate genealogies of some of its families for four and five generations, told and retold its legends, and searched out its history back to its original Indian inhabitants.

So real was the world of Yoknapatawpha to Faulkner that he sometimes gave the impression of living the life of his county almost day by day. During a bibulous all-afternoon lunch in New York with his last Random House editor, Albert Erskine, Faulkner might ask: "By the way, did you hear what happened to Sarty Snopes?" and then launch into anecdotes (some of them never published) just as if Erskine had lived in the same town but had not been back for a spell. Faulkner once remarked to a friend that Yoknapatawpha Lawyer Gavin Stevens "was a good man, but he didn't succeed in living up to his ideal. But his nephew, the boy [Chick Mallison, the young hero of *Intruder in the Dust*], I think he may grow up to be a better man than his uncle; I think he may succeed as a human being."

Looking Glass. Yoknapatawpha County and the town of Jefferson resemble closely the Oxford, Miss., area where Faulkner was born in 1897. (Yoknapatawpha was the original Indian name of the river that runs past Oxford.) Many of its inhabitants, including most of the principal characters of his novels, are closely drawn from his family, his acquaintances, his ancestors. His great-grandfather William Cuthbert Falkner (the novelist added the "n") was a Confederate colonel and a fiery leader of irregular cavalry; he later turned railroad builder and politician, killed two men in gun fights, was himself finally shot dead in the street by a former business partner. In each larger-than-life detail he has long been recognized as the model for Faulkner's Colonel John Sartoris, progenitor of the Sartoris family, whose family legends, falling fortunes and declining vigor the novelist traced through four generations in eleven novels (principally *Sartoris* and *The Unvanquished*). Oxford friends of Faulkner can tentatively identify the real-life sources of several dozen other characters and incidents, including some of the most decadent and grotesque.

But Yoknapatawpha County is far more than antiquarianism and an exer-

cise in skirting the law of libel: it is a looking glass of magical power to enable the patient viewer to see the South whole.

Faulkner was first of all a social historian of matchless accuracy and sweep in capturing the detail of the way life in the Deep South was, and often still is, for whites and Negroes, rednecks and aristocrats, farmers and townpeople. He was also a raconteur of hallucinatory splendor and sudden ninth. But primarily, Faulkner chronicled and explicated the mind and conscience—and something deeper than conscience

Burden remembers the time when her abolitionist father took her to the family graves and told her: "Your grandfather and brother are lying there, murdered not by one white man but by the curse which God put on a whole race before your grandfather or your brother or me or you were even thought of. A race doomed and cursed to be forever and ever a part of the white race's doom and curse for its sins. Remember that. His doom and his curse. Forever and ever. Mine. Your mother's. Yours, even though you are a child. The curse of every white child that ever was born and that ever will be born. None can escape it."

And Joanna remembers: "I had seen and known Negroes since I could remember. I just looked at them as I did at rain, or furniture, or food or sleep. But after that I seemed to see them for the first time not as people, but as a thing, a shadow in which I lived, we lived, all white people, all other people. I thought of all the children coming forever and ever into the world, white, with black shadow already falling upon them before they drew breath."

On the Floor. Faulkner has explored this thesis in myriad ways, but none is more touching, or echoes the experiences of more Southerners, than the story of seven-year-old Roth Edmonds in *Go Down, Moses*. In all Roth's young life, his constant companion has been a Negro boy named Henry, son of a nearby Negro farmer. They have played and fished together, eaten the same meals and often slept in the same bed. "Then one day the old curse of his fathers, the old haughty ancestral pride based not on any value but on an accident of geography stemmed not from courage and honor but from wrong and shame, descended to him." Roth decrees that Henry must sleep on a pallet

on the floor. This primal wrong and first denial of equality leaves Roth in "a rigid fury of the grief he could not explain, the shame he would not admit."

Just how far Mississippi's troubles extend back into history is examined in *Absalom, Absalom!* That history is inexorably racial. The novel mercilessly strips away the romantic Southern mythology to reveal the brutal repression of slavery, the arrogance of plantation owners who could summon Negro girls to their beds as if they were ordering the carriage brought around to the door, the guilt behind the Southern obsession with "purity of blood," and the consequences down through the generations of the white man's refusal ever to recognize his Negro offspring, his in-



GENERAL ROBERT E. LEE LEAVING APPOMATOX (BY WAUD)
Out of the memory of defeat.

or even consciousness—of the white Southerner. In effect, his exploration was an exploration of himself. This is one of the most difficult things to do honestly, and one of the most significant if done well.

Black Shadow. For no man could have been more wholly in the South and of the South. William Faulkner was deeply, almost mystically, attached to the land. He was the great-grandson of a man who had owned slaves; his father ran only a lively stable. But Faulkner's concern was spiritual, not economic. His obsession was the region's deepest secret, what he called the curse on the land.

He put it most passionately in *Light in August*, as the tormented Joanna



ability ever to say "my son, my son," to his dark-born child.

In a panting, difficult prose, the several 20th century narrators of *Absalom, Absalom!* pursue the story of Thomas Sutpen, who came to Mississippi with wagonloads of savage blacks in 1832 determined to change a 100-sq.-mi. piece of virgin forest into a plantation. Sutpen is a creature of high-flown words and naked will—and perhaps the closest to a tragic hero in the classical Greek sense that U.S. literature has produced.

His fierce dream of Sutpen's Hundred at first succeeds. But disaster overtakes him and his dream of a dynasty. His grown son Henry brings home a friend, Charles Bon, who courts Sutpen's grown daughter Judith—but who turns out to be Sutpen's never-acknowledged child by his first wife, whom he put aside when he discovered that the aristocratic Creole girl had a trace of Negro blood. The Civil War interrupts, and the men go off to fight. But when the weary combatants return and meet at the gate of the ruined plantation, young Henry Sutpen shoots down his half-brother Charles Bon. Why? Was it because of a fear that Judith would commit incest? Or miscegenation?

Thus the plot of *Absalom, Absalom!* sums up the fundamental Southern anxiety: to the racist's question, "would you want your sister to marry one?" Faulkner adds "when he may be your brother?" This, Faulkner seems to say, lies at the heart of the almost paranoid fear of the "mixing of bloods," which

would call in question the belief in a difference between the races on which white dominance was founded, and which, as the owner of one of Mississippi's largest plantations said last week, is still "very real for many whites today."

Crisis of Identity. In *Light in August*, Faulkner demonstrated how the preoccupation with race can make it tragically impossible for a man to know who he really is, and dramatized the mindless virulence of white reaction to miscegenation. Joe Christmas, the book's hell-ridden hero, is a remarkably modern figure: in the psychological cant phrase of 1964, he suffers an "identity crisis" because he thinks he is part Negro successfully passing for white. Compounding his agonizing psychological fracture, Joe Christmas takes for his mistress a woman who embodies the Southerner's hated notion of the "outside agitator." Joanna Burden is a spinster, a Northerner, dedicated to helping Negroes. Her failure is that she is not able to know Negroes as individuals, but only as an abstract mass or a brooding presence. One day Joanna is found brutally murdered in her bedroom. Obviously Joe has killed her. But this would not have excited the town until an acquaintance of Joe Christmas says that he has always thought Joe was a nigger. That sets off the mob. In his description of Joe's lynching, Faulkner makes clear that vengeance does not expunge guilt, and expiation is nigh to impossible.

"When they saw what Grimm was doing one of the men gave a choked cry and stumbled back into the wall and began to vomit. Then Grimm too sprang back, linging behind him the bloody butcher knife. 'Now you'll let white women alone, even in hell,' he said. But the man on the floor had not moved. . . . From out the slashed garments about his hips and loins the pent black blood seemed to rush like a released breath. . . . upon that black blast the man seemed to rise soaring into their memories forever and ever. They are not to lose it, in whatever peaceful valleys, beside whatever placid and reassuring streams of old age, in the mirroring faces of whatever children they will contemplate old disasters and newer hopes."

Renunciation. In the series of novels and short stories brought together in *Go Down, Moses*, Faulkner expressed most explicitly his hope that some day reconciliation may be found in an end to exploitation of one race by another. More than any other Faulkner character, Ike McCaslin grapples with and points the way to the moral and emotional resolution of the white man's guilt. Faulkner begins again at the beginning, where Ike McCaslin's ancestors with their slaves took the land from the Indians and tamed it to cotton. He then tells how Ike himself as a boy grows up in the town of Jefferson, learns to hunt deer and bear, and is

initiated into a manly love for the wilderness and all the creatures in it.

Obviously, Ike McCaslin's life is a series of hunting stories. As that, they are fine entertainment, often anthropologized. But beyond that the stories make up a mystical, and for Faulkner truly religious, statement of man's holy relation to the wild land. What Ike McCaslin learns is that he can have peace only at the price of renouncing his claim to his father's slave-won, sharecropper-run plantation, "founded upon injustice and erected by ruthless rapacity and carried on even yet with at times downright savagery not only to the human beings but the valuable animals too." But after this his wife rejects him, and Ike thereby loses the right to found a family of his own. The price of reconciliation is terribly high, Faulkner says—and even then it may not be enough.

Told by an Idiot. In *The Sound and the Fury*, which many critics call his greatest book, Faulkner examined the aimlessness, moral impotence and sense of doom that he saw afflicting many of the old established Southern families in the first third of this century. The events are simple enough, though the stream-of-consciousness telling makes them often difficult to follow. Of the four children in the aristocratic Compson family, the boy Benji is an idiot, the girl Caddy gets pregnant, marries the wrong man, and goes away, the boy Quentin commits suicide in an inflexible rejection of his sister's dishonor, and the boy Jason grows into a man constantly lashing himself with hate, frustration and repressed violence.

Only the old Negro servant of the family, Dilsey Gibson, can be seen as whole and fully human. Some have found Dilsey heroically simple to the point of sentimental caricature of the "black mammy." Faulkner clearly in-



FAULKNER'S HOUSE IN OXFORD
A view through the magnolia curtain.

tended her as a celebration of the quality of Negro endurance that survives with dignity in the Deep South. She is also the book's moral norm, against which the reader measures the decline of the Compsons into drunkenness, hypochondria, idiocy, promiscuity and suicide. Through the three decades spanned by the novel, Dilsey Gibson, with her strength, patience and honesty, is the only one who keeps the family together at all.

Crisis in the Flesh. Faulkner's developing alarm over the grim daily realities of race in the present-day South was best demonstrated in three notable character portraits (one Negro, two white) he painted in *Intruder in the Dust*, which was his first novel in seven years when it was published in 1948. Lucas Beauchamp (rhymes with reach 'em) is what the local whites violently resent as a "damned high-nosed impudent Negro." As the book opens, he is about to be lynched for murdering a white man. He proves himself a model of imperturbable courage that any civil rights leader should envy.

Lawyer Gavin Stevens, whom Beauchamp calls on to defend him, is the very picture of the well-meaning but ineffectual white moderate who is reluctant to act on his convictions. Faulkner's belief that the coming generation carries the burden and opportunity of reconciliation is personified in Chick Mallison, the white lad who digs up the evidence that clears Beauchamp. Chick is torn between the tradition that expects him to hate Beauchamp for his prideful independence, and his own grudging, slowly growing respect for Lucas as a man. More explicitly than any other of Faulkner's books, *Intruder in the Dust* is the South's racial crisis given flesh.

Walked Off the Page. But Faulkner is finally relevant not narrowly to the Negro problem in the South but to the white problem—the ills of the entire society and way of life he writes about. In his Snopes trilogy, starting with *The Hamlet*, he turned to another aspect of that society, telling of the grimly independent small white farmers and the rise of that perfectly unprincipled man Flem Snopes.

Flem Snopes and his rootless clan are a Faulkner creation that rose up and walked off the page. Throughout the South today, "Snopes" is a derisive epithet for men ranging from leading demagogic politicians down to the Klansman next door. Snopeses pop up early in Yoknapatawpha County, but unlike most other Faulkner characters they seem to have no ancestors—at least not from Mississippi. Flem's father, the vicious Ab Snopes, wears neither blue uniform nor grey, but was a carriage owner on Civil War battlefields.

Flem rises because he has no humanity to blur the cold, hyper-rational clarity with which he uses other people's weaknesses. When he outgrows the back

country and moves to Jefferson (in *The Town* and *The Mansion*), his tribe begins to infiltrate and increase. There is Montgomery Ward Snopes the pornographer, Wat Snopes the carpenter, Virgil Snopes the barber and brothel athlete, and a score of others. When Flem takes over the Sartoris Bank, his success is proof of the loosened grip of the older, principled families.

Agonized Search. All of these novels have a jolting brilliance and precision of characterization. Jason Compson, bitter, narrow and enraged by personal failings, is a merciless rendering of the type of Southerner who constantly vents his frustration with lines such as "What

of a U.S. crisis of conscience that most Americans irritably denied existed.

Visible Conflict. Faulkner's overt, publicly voiced views on the Southern crisis are relatively rare and ambiguous. He was a writer above all, and perhaps he did not know what he thought until he had written it. His novels are a kind of diary of his own tormented inner struggle, an inadvertent self-portrait of a man making visible his own conflict of loyalties and good will.

Faulkner also kept himself one of the least public of writers. He rarely gave interviews, and when he did he was frequently gruff and uncooperative. He secluded himself in a classical South-



MISSISSIPPI SHARECROPPER, MULES & CABIN

The price of reconciliation is terribly high, and yet may not be enough.

this country needs is white labor. Let these damn trilling niggers starve for a couple of years, then they'd see what a soft thing they have." Negro Novelist Ralph Ellison says that the enduring Dilsey Gibson reminds him of the real-life Rosa Parks, who touched off the Birmingham, Ala., bus boycott one day in 1955 when she refused to stand up for a white passenger because her feet hurt. Lucas Beauchamp catches to perfection the abrasive, unbending independence of a man like James Meredith, who integrated the University of Mississippi three months after Faulkner's death.

The novels also share another trait that seizes and deeply involves the reader: each is an extended and agonized search for truth. Faulkner at his best thus belongs with novelists like Proust or Dostoevsky. This trait in part explains Faulkner's enormous popularity abroad, particularly in such places as Japan and France, where the state of the soul is considered far more absorbing than sociology—at least of all the sociology of a remote region such as the U.S. South. There he has viewed Faulkner's work as a series of morality tales, and long before the U.S. did, they understood his novels as dramatizations

ern house that was an almost defiant backward clutch toward a lost way of life. He often refused to answer the phone. When the movie made from *Intruder in the Dust* was given its world premiere in Oxford, he announced, to the producers' horror, that he would not attend. He finally did appear at the theater only because someone had reached an aunt of his in Memphis, who thereupon told Faulkner that she was going to the premiere and expected him to escort her. With the negligent indifference of an aristocrat, he did not bother to wear a tie or shave off a three-day stubble.

Shooting in the Streets. After receiving the Nobel Prize in 1950, Faulkner reluctantly began to develop a sense of responsibility to his audience, and also as a spokesman for the South, though he could still be unpredictable and self-contradictory. His most notorious statement on the racial crisis came in the course of a rambling, angry Oxford interview in February 1956 with British Newsmagazine Russell Warren Howe, who reported Faulkner as saying: "If it came to fighting I'd fight for Mississippi against the United States even if it meant going out into the street and shooting Negroes."



FAULKNER & DEER-HUNTING CRONIES (1952)
One of them, but not all the stores were open.

In that same interview, Faulkner insisted repeatedly that "the Negroes are right—make sure you've got that—they're right," and that Southern white racists "are wrong and their position untenable." But ripped from context, shooting in the streets made headlines. Negro Author James Baldwin condemned Faulkner, in large part for that statement, as "guilty of great emotional and intellectual dishonesty."

Faulkner himself followed up the headlines with letters to many newspapers insisting that he had been misquoted by Howe. What the letters naturally did not mention was the fact that at the time of the interview Faulkner had spent several days working his way through a demijohn of bourbon, a bout set off by a running quarrel about the racial question with his brother John Faulkner, who was a die-hard segregationist.

Stop a While. Not a call to arms for the South, but a plea to the North to "stop for a moment," to hold off forcible desegregation until the South had "a little time" to come to its senses and voluntarily grant the Negro's inevitable equality—this was Faulkner's concern in articles he wrote for *LIFE* and *Ebony* that same year. As early as 1948, Faulkner had put a similar plea in the mouth of Lawyer Stevens in *Intruder in the Dust*. And in a letter to a white student at the University of Alabama at the time of the riots over Autherine Lucy's admission, he wrote: "I vote that we ourselves choose to abolish [segregation], if for no other reason than, by voluntarily giving the Negro the chance for whatever equality he is capable of, we will stay on top; he will owe us gratitude; where, if his equality is forced on us by law, compulsion from the outside, he will be on top from being the victor, the winner against opposition. And no tyrant is more ruthless

than he who was only yesterday the oppressed, the slave."

Such views hardly make a man a radical from the Northern point of view. But in Mississippi, Hodding Carter recalls, people who had always vaguely thought that "Bill Faulkner is one of us" by the mid-'50s were calling him "small-minded Willie, the nigger lover." He was the target of abusive mail and crank phone calls. Around Oxford there were stores and filling stations that refused to serve him.

They were wrong. No man was more fiercely loyal to his land and his people. But he wanted and demanded that the South cure itself. In the words of the rebellious Chick Mallison, looking at his relatives with sudden pride: "That was part of it too, that fierce desire that they should be perfect because they were his and he was theirs, that furious intolerance of any one single jot or tittle less than absolute perfection

—that furious almost instinctive leap and spring to defend them from anyone anywhere so that he might exorcise them himself without mercy since they were his own and he wanted no more save to stand with them unalterable and impregnable: one shame if shame must be, one expiation must surely be but above all one unalterable durable impregnable one: one people one heart one land."

For Every American. Faulkner did not know everything about the South—at least about the new South. He knew few Negroes well, and no civil rights leaders at all, except in briefest acquaintance. He never understood (or anyway portrayed) the urban and educated Negroes that have been the spearhead of the civil rights fight. He saw federal action on civil rights through a haze of fact and legend about the Reconstruction imposed from the North. He never appreciated the imperative need for legal sanction of a Negro's right to sit at a bar, get a haircut, swim in a pool. He only vaguely realized that civil rights legislation provides many a Southerner of good will the excuse to accept—quietly, if not graciously—what cannot be avoided.

Faulkner understood not the legal but the human facts. He understood that the crisis between white and black is not only a crisis for the South but for every American, however many miles may separate him from Mississippi. He understood that legal sanction was one thing, but emotional acceptance was another.

And in the long range of two races' memories or one nation's vision, Faulkner's difficult proposal is the only one that works. He desperately urged on his fellow Southerners—and himself—a change of heart. He never, on the evidence, quite managed that change himself. But if he left a message and a legacy, it was to urge upon his fellow Southerners and the nation the imperative necessity for that change.




NEGRO AND WHITE BOYS AT PLAY NEAR OXFORD
Not the legal but the human fact.

*Suggested retail price. FOB your state and/or local taxes. Slightly higher in West. Look for dealer in Yellow Pages. Overhead delivery available. Standard-Triumph Motor Co., Inc., 375 Madison Ave., N.Y.C. Canada: Standard-Triumph (Canada) Ltd., 1460 Eglinton Ave. W., Toronto 16, Ont.



She's a swinger!

 She's hotter, handsomer, longer, lower...she's miles ahead of everything in her class.

Take her out.

You'll hit 50 in 12 brief seconds.

She'll do well over 90 flat out.

She handles like a dream.

You can outmaneuver any other car with Spitfire's rack and pinion steering and tight (24-ft.) turning circle.

She has roll-up windows, disc brakes and four-wheel independent suspension.

You get a lot of car for \$2199*.

If you go for swingers,
you'll go for

Triumph Spitfire!

SHOW BUSINESS

BROADWAY

The Icemen Melteth

On the night that *My Fair Lady* opened, Lyricist Alan Jay Lerner waited nervously in the 21 Club for news of the critics' reactions. The telephone rang at last. Lerner listened silently for several minutes, then turned to Composer Fritz Loewe and said softly: "The iceman cometh."

Even theatergoing children are now sophisticated enough to understand Lerner's remark, which, in his case, was made only in jest. For non-theatergoing children, ice can be defined as Broadway's term for the great sums of money made by various theater employees over the scalping of tickets. Over the past winter and spring, following investigations by New York State Attorney General Louis J. Lefkowitz, the term has been all over the theatrical pages of newspapers, and the corruption growing out of Broadway abuses has finally been illuminated.

Lobster Pot. Ice exists, of course, because when fat cats want theater tickets, the price does not matter. So \$20, \$25, \$50, sometimes \$100 is paid for a \$9.60 ticket. The annual take in ice has been estimated at more than \$10 million. Among major icemen, box office employees have always had the longest tong, which goes a long way toward explaining why they have always behaved with such freezing contempt toward the wretched public that lines up to buy ice-free tickets at the wicket. Brokers testified that they regularly delivered envelopes to box offices containing checks covering the list price of tickets plus agreed amounts of extra cash, usually about \$5 to \$7 for an orchestra seat.

Beyond the scalping stories, rats rattled on one another all over Lefko-

witz' hearing room. Tales were told, for example, of one producer who cleared \$52,000 from a play whose investors lost \$32,000, and of another producer who sadly watched a sick production fail, costing its investors \$180,000 but somehow netting him \$11,000. Producers also own theaters and rent them to themselves. They hire themselves as "pressagent" or "stage director" at fat salaries out of the basic investment. They sometimes make speculative investments of their own with investors' money. One producer even used part of the nut to buy himself a lobster boat.

Thou Shalt Not. The New York state legislature last April passed two bills making it a misdemeanor to take ice and requiring standard accounting procedures for all productions. Then last week the League of New York Theaters—which includes theater owners and producers—announced its own new codes of ethics covering ticket sales and production practices. In many instances the rules were more rigid than the state legislation.

The League has asked Lawyer John F. Wharton to serve as its commissioner, enforcing the new codes. The production code is a long list of thou-shalt-nots that inferentially describes all the sleazy habits of producers at the moment; it forbids them to commingle investors' money with their own personal funds; it requires them to keep books; it forbids them to take kickbacks; it says they have to notify investors if they rent their own property to the production.

The code on ice is simpler. In sum it says: no ice. Beyond the printed price of the ticket, \$1.50 is the legal maximum broker's fee. The code requires all brokers to make available to the league all records of sales, and brokers caught taking ice will lose their future ticket allocations. Of course, if all those fat-cat buyers from the plains insist on waving \$50 bills at ticket sellers, no one is likely to tattle on them, and some violations of the code can be expected. But if a cold-eyed broker tries to shake down a customer by demanding sums like that, the victim now has a commissioner to complain to.

Comediva

Off-Broadway's 41st Street Theater is about 25 ft. underground and is closer to Broadway than many so-called Broadway theaters. Hold on there, Ripley, don't go away. You should see the show that is currently playing there.

One woman—middle-aged, with a look that suggests the principal of a girls' day school—performs by herself for two hours. Her name is Anna Russell. Her show is called *All by Myself*, and the box office is selling tickets into August. She is a musical parodist and jokeratura who mocks every conceiv-



SOLOIST RUSSELL

From the sect, a welderful wuncum.

able kind of composer, singer and singing style. Her audience comes in two varieties—devoted sectarians, who howl, giggle, and shake with uncontrollable mirth, and innocent theatergoers, who sit dumfounded.

Sexy Castanets. Posing as a ladies' club president, Anna Russell introduces a series of performers, all of whom turn out to be herself. "Deep down within every one of us there is something stagnant that is dormant," she says. Across the footlights, the sect giggles. "I do want you to give our artist a welderful wuncum," she pleads. The sect shrieks.

As the artist, Russell puts on a choir-boy's cape and sings a madrigal about death with her eyes crossed. Moments later she is a torch singer, plainting about *That Man* she loves:

*He comes home such a sorehead
When he's been on a spree.*

Yet the eye in the middle of his forehead

Is beautiful to me.

With a plastic rose in her teeth, she is suddenly Carmen, doing the *Habanera* as an English patter song, clicking castanets. "I have to get these adjusted," she says of the castanets. "One is male and the other female. To me, they look much alike, but perhaps you are more discerning than I am."

Warrior Hair. A strong woman with battlement bones and swept-back warrior hair, Anna was born in London in 1911. Her family was a conservative phalanx of British army officers. In that stratum, "you resigned the regiment if you wanted to marry an actress," she says. No one wanted an actress-daughter either, so Anna was trained as a serious musician. She did not turn to comedy and show business until she was 31.

She writes all her own material, and the people who are attracted to it now are very often serious musicians. Pale cellists and fat sopranos sit in her audiences and variously twang and chortle. In London recently, after a performance in which she parodied the *Ring of the Nibelung*, the massed Valkyries of Covent Garden went round backstage and presented her with a bust of Wagner.



LAWYER WHARTON

For long tongs, a new code.

These 3 tests prove First National City Travelers Checks are "Better Than Money"®

Why are National City Travelers Checks the best way to carry money anywhere? Actual tests, shown below, demonstrate these specific reasons: *ready availability...immediate acceptability...on-the-spot refundability.* In case of loss, Western Union Operator 25 directs you to thousands of U.S. refund points. There are thousands more abroad...and hotels there can direct you to the nearest one. Backed by the bank that's first in world-wide banking, National City Travelers Checks cost just a penny per dollar.



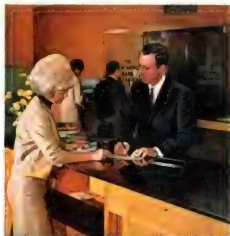
Test No. 1—Refundability—in Washington, D. C.

In this test, vacationing Mr. and Mrs. David Jalbert, of Brooklyn Hgts., N.Y., burned \$220 of National City Travelers Checks; called Western Union Operator 25. Directed to Riggs National Bank, they received an immediate on-the-spot refund.



Test No. 2—Acceptability—in Waikiki Beach

Mr. & Mrs. S. Joseph Gore of Florissant, Mo., enjoy a thrilling ride over the surf in one of Hawaii's famous outriggers. Payment for this day's fun, as for all their travel expenses, was made with National City Travelers Checks.



Test No. 3—Availability—in Montreal

Dorsett Walsh, of Montreal, gets all set for another of his frequent business trips...buys National City Travelers Checks at The Mercantile Bank of Canada. It's quick and easy at banks everywhere.



At the World's Fair

All three advantages. Here, too, you'll find National City Travelers Checks easy to buy...readily accepted...speedily refundable. When you "Come to the Fair" carry them...relax and enjoy the fun!



OFFICIAL TRAVELERS CHECK
NEW YORK WORLD'S FAIR 1964-65
Member Federal Deposit Insurance Corporation



Their victory smiles reflect the rugged quality and superior performance of Ford Motor Company cars.



Ford Motor Company is a registered trademark of Ford Motor Company. Ford Motor Company is a registered trademark of Ford Motor Company. Ford Motor Company is a registered trademark of Ford Motor Company.



Two-year record of victories in open competition is more proof that Ford-built means better built!

Only the most durable cars stand up under the grueling grind of open competition. Since May 1962, specially modified Ford-built cars have won 11 out of 13 stock car endurance events of 500 miles or more—a record unequalled by any other American car maker!

More important than winning, however, is the fact that these races were won in the pursuit of knowledge. Open competition is a severe testing ground—an important ad-

junct to the millions of miles of testing carried on at our own proving grounds.

Competition sparks progress, helps us prove and "improve the breed." It is part of the same dedication to engineering excellence at Ford Motor Company that produced today's safer, self-adjusting brakes, and cars so self-reliant they need maintenance only twice a year or every 6000 miles.

That's why you're better off in a Ford Motor Company car. They perform better. They last longer.

Not because we say so. But because the record does.

Ford-built means better built



MUSTANG • FORD LTD. • LINCOLN • FORD THUNDERBOLT
FORD F. • MERCURY • LINCOLN • FORD THUNDERBOLT



Sturdy Bethlehem bridge rail protects visitors at Grand Teton National Park in Wyoming.

Steel lets you enjoy the view

Every automobile passenger has had the frustrating experience of crossing a bridge, and finding the view all but hidden by high parapets or bulky walls.

But not with Bethlehem bridge rail. The great strength of steel makes it possible to keep the rails slender. You're perfectly safe, and you can see the view. Though it looks slim and graceful, this rail has

passed all the rugged tests highway officials demand.

The modern steels of today combine strength and lightness to give you better products than ever. Garden tools, patio furniture, kitchen ranges, playground equipment, automobile bodies, and a host of others made from Bethlehem steel, will give you many, many years of dependable service.



BETHLEHEM STEEL



How many bridges like this one have you crossed, where the scenery is blocked from view?



Bethlehem bridge rail provides the safety of rugged steel, but doesn't obscure the Vermont countryside.

SCIENCE

ECOLOGY

Death Scent for Gypsies

The sight of a horde of gypsy-moth larvae defoliating a forest is one of the most urgent arguments for the use of modern pesticides. The ugly, hairy, 2-in. caterpillars eat every leaf in their path; the rustle of their ill-smelling droppings sounds like falling rain. But public apprehension about the possible dangers of chemical insect killers is now shielding the hungry worms from DDT and other long-lasting poisons. State and federal authorities are turning with some misgivings to less controversial means of protecting the forests.

This summer's anti-gypsy-moth campaign in New Jersey has sprayed 41,000 acres of infested forest with carbaryl, an insecticide that takes only hours to turn into inert residue. Carbaryl is therefore less effective than DDT, which stays on the foliage and kills caterpillars for weeks or months. Lest the cautious chemical fail to save the forests, New Jersey's moth fighters also plan to drop by airplane 100,000 cardboard traps baited with a synthetic sex scent to attract male gypsy moths. New Jersey conservationists hope that when caterpillars that survive spraying turn into mature moths the males will be seduced by the scented traps and taken out of circulation. The females will then go unfertilized, and there will be no new generation of Jersey gypsy moths.



GYPSY MOTH HEAD-ON



DEFOLIATED BRANCH

With the sound of falling rain.

When most animals are exposed to heat, they keep cool by sweating or panting. Not the camel. Its nappy coat insulates it against external temperatures, and it can withstand body temperatures of up to 104.9°F. before its sweat glands begin to function. As the camel is cooled by its evaporating sweat, it can lose up to 30% of its total body weight without harm because the water content in the blood plasma stays close to normal, permitting the blood to circulate freely. Camels loping in after a two-week journey across the sands are often in an extremely desiccated condition: once the thirsty animals reach water they may drink as much as 30 gallons in ten minutes. As they take in the water, the red cells in their bloodstream swell to as much as 240% of their normal size. In other animals, the cells hemolyze, or burst, causing death if their total volume is increased to more than 130%. In man the danger level is 165%.

Injected Rabbits. Dr. Perk has found that other animals that are native to hot, dry environments, such as Syrian Damascene cattle, share the camel's secret of survival and have higher albumin levels than other breeds. He has carried out successful experiments on rabbits in an effort to give them the camel's water-retaining capacity. Rabbits injected with camel albumin were kept for seven days without water in 104°F. heat, and lost only 3% or less of their body water; control rabbits not

given the injections lost from 5% to 10% and were close to death.

In hope of finding a way to make man more immune to desert heat, Dr. Perk plans to begin experimenting on human volunteers next summer. Meanwhile, there is evidence that some humans may already have some of the camel's thirst-conquering equipment. A Tel Aviv researcher has collected data showing that Yemenite Jews, traditional desert dwellers, have a significantly higher blood-albumin level than Jews of European lineage.

Sex by Sedimentation

Once scientists learned the technique of artificial insemination in both animals and humans, they seemed within possible reach of an exciting goal: selection of the sex of an infant before conception. But how to separate sperm that produce female offspring from those that produce males? Various methods, such as the use of electric fields or careful temperature control, produced only minimal results. Then, in India, Zoologist Bhairav Chandra Bhattacharya noticed that the upper portion of a sperm sample tended to breed more bulls; the lower portion gave more cows. Apparently this was because the sperm that produce female offspring are heavier than those that produce males and sank to the bottom of the solution.

To improve the process, Bhattacharya moved to the Max Planck Institute for Animal Breeding at Hagen, Germany, where he went to work under the direction of Zoologist Giam Gottschewski. Using rabbits, which are not only cheaper than cattle but much quicker to breed, he inseminated thousands of does with sperm that had been allowed to settle under varying conditions. His early results were not promising, but after three years of experimentation he hit on a winning combination. He mixed rabbit sperm with egg yolk and glycol, and stirred the solution for twelve hours in a refrigerator at slightly above the freezing point to keep the sperm from swimming and allow them to separate by sedimentation. Then he used the sample to inseminate 176 rabbits. Those that got the upper portion produced 77.4% male offspring, while those impregnated with the lower portion produced 72% females. The middle portion gave a near-normal result: 55% males and 45% females. A control group of 182 rabbits inseminated with unsedimented sperm produced the standard fifty-fifty percentage of males and females.

No one except a rabbit cares much whether rabbits are male or female, but with dairy cattle, bred for their milk-producing ability, sex is a vital difference. Bhattacharya has now moved to a big cattle-breeding establishment in Schleswig-Holstein to find out whether his simple system can reduce the number of low-value male calves born to German dairy cows. Theoretically it should work the same for all mammals, including humans.

ZOOLOGY

How the Camel Conquers Thirst

Myths about the camel and its thirst-resistance are older than the Sphinx—and almost as durable. Well into the modern age of science, men accepted the notion that the evil-tempered animal could store a two-week supply of water in its hump or in a great, cistern-like stomach. The hump theory was the first to be discarded as so much humph. What the camel carries on its back is a reserve of fatty tissue to be consumed when the rest of the camel runs out of fuel. The story about the parched Bedouin who slaughtered his favorite camel to drink the water in its stomach was far more tenacious. Not until the 1950s did zoologists puncture it as a romantic mirage.

Albumin in the Plasma. But for all the debunking dissections, the camel's thirst-quenching secret remained hidden. Then, a young Israeli veterinarian went to work on the ship of the desert. The answer, says Dr. Kalman Perk, 34, of Rehovot's Hebrew University, is in the camel's bloodstream. The plasma has an extraordinary high content of a kind of albumin, which enables the blood to retain its water and maintain its volume and fluidity even when the water in the camel's tissues has been markedly depleted.

RELIGION

ECUMENISM

Toward Easier Mixed Marriage

"Those whom God hath joined together let no man put asunder," intoned the Rev. Claudius Miller, an Episcopal minister, at the wedding last month of Susan Ekberg, an Episcopalian, and Patrick C. Barker, a Roman Catholic. The words were from the Episcopal Book of Common Prayer, and the wedding took place at St. Genevieve du Bois Catholic Church near St. Louis. A Catholic priest officiated jointly with Father Miller, and Susan promised that she would bring her children up as Catholics.

This unique marriage took place with the blessing and approval of St. Louis' Joseph Cardinal Ritter and his good friend, Missouri's Episcopal Bishop

The Ekberg-Barker wedding was the first of its kind in the U.S., although similar experiments in ecumenical marriage ceremonies have taken place in the methodically unity-seeking Netherlands. Last April in Amsterdam, for example, a Dutch Jesuit and a Lutheran minister presided over the wedding of the minister's daughter to a Catholic boy in a Lutheran church. Dutch Catholic Bishop Willem Bekkers of 's-Hertogenbosch has twice allowed Reformed pastors to assist Catholic priests at mixed marriages; the couples promised only to bring up their children as "Christians."

Protestant Warnings. Such ecumenical experiments may well prove one way to end a continuing source of Catholic-Protestant conflict. Catholic canon law requires that the children of all mixed marriages be brought up as Catholics and that the Catholic partner work "prudently" for the conversion of his spouse. It does not even recognize the validity of any mixed marriage that is not celebrated before a priest. Despite such off-putting rules, roughly one-fourth of all Catholic marriages in the

LUTHERANS

A Glass, Not a Chalice

A major trend among Protestants is a denomination-crossing liturgical renewal that has restored much ceremony to Sunday services, and is elevating the sacrament toward equality with the preaching word. But to many churchgoers, the idea of candles, vestments and more frequent Communion still smacks of Romanism, and last week in Pittsburgh the nation's largest Lutheran church resolutely voted in favor of the low road in liturgy.

One key issue facing the 670 delegates to the biennial convention of the Lutheran Church in America (3,227,000 members) was a proposed new, uniform order of worship drawn up by eight of the nation's top Lutheran liturgists. They favored Holy Communion services at least every Sunday and the use of the chalice rather than prefilled individual Communion glasses. They also recommended that every church should have facilities for private confessions, and that Lutherans should be "increasingly urged to avail themselves of this spiritual habit."

All this was just too high church for the delegates, who resolved to stick with hygienically superior individual Communion glasses, changed all references to the minister as "celebrant" of Holy Communion to "officiant," and refused to encourage private confession. "I was taught that confession is to God," said Florida Layman Edgar Armstrong. "It isn't necessary to confess to anyone else to receive forgiveness if I am truly penitent."

In other actions of the week-long convention, the Lutherans:

► Elected the first Negro, New York Lawyer William Ellis, ever to serve on the church's executive council. backed a civil rights statement defending civil disobedience "if and when the means of legal recourse have been exhausted or are demonstrably inadequate."

► Grimly accepted the Supreme Court decisions banning school prayer and Bible reading, but warned that "they open an era in which Christianity is kept separate from the state in a way that would have been repugnant to the minds of our ancestors at the time the Constitution was written."

PROTESTANTS

The Third Man

"Ah God! If only Adam had eaten a pear!" So wrote the young Swiss Priest Ulrich Zwingli in the margin of a copy of St. Augustine's *City of God*. It was the half-quizzical, wholly anguished cry of a man bothered by the mystery of evil and man's sinfulness. Like Luther before him and Calvin afterwards, Zwingli discovered his solution in the unadorned Word of God, and not in the papal teachings of the corrupt, corrupting, 16th century Roman Church. Zwingli thus became the architect of



WEDDING IN ST. LOUIS

Officiating: an Episcopal minister and a Catholic priest.



SUSAN & PATRICK BARKER

George Cadigan. Bishop Cadigan, who is close to the Ekberg family, interceded with the cardinal when Susan insisted on having a priest of her faith at the ceremony, and Father Miller helped work out a ceremony that used prayers from both the Catholic and Episcopal rites. At the wedding the Catholic priest, the Rev. Dom T. Leonard Jackson of St. Louis' Benedictine Priory, read the exhortation from the Roman ritual, blessed the ring, and officiated during the exchange of vows according to the Episcopal rite. Father Miller delivered an invocation, pronounced the couple man and wife, and recited over them the Prayer Book blessing.

Sacram Ceremony. All this was legal in Catholic eyes because Father Jackson was the official witness of the sacrament. And there was no problem about using the Prayer Book form of marriage: it in fact derives from the Sarum rite used in the pre-Reformation English church.

U.S. and Germany involve a non-Catholic partner—and there are thousands of other Catholics who, breaking canon law, marry Protestants before ministers. Many Protestant leaders, including the Church of Scotland Assembly and Germany's Evangelical Church hierarchy have warned against mixed marriages so long as the strict Catholic rules prevail.

A number of progressive Catholic bishops have asked Rome to change the rules on mixed marriages, and the fourth session of the Vatican Council will probably outline the norms to be allowed a pontifical commission of cardinals that is now revising canon law, last codified in 1918. The progressives argue that the marriage rules involve ecclesiastical rather than divine law, and that the sacrament is actually administered by the couple rather than the priest, who is merely an official witness. Thus there is no Catholic doctrinal bar against Catholics' marrying Protestants before non-Catholic clergy.

the Swiss Reformation. But he remains the least known of the great Protestant fathers. His story has now been told with sympathy and scholarship by Genevan Pastor-Historian Jean Rilliet, in *Zwingli: Third Man of the Reformation* (Westminster: \$6.)

Born in 1484, Zwingli studied at the universities of Basel and Vienna before his ordination. In an age of semiliterate priests, he managed to combine his duties as a country pastor at Glarus with genuine scholarship: he had a library of 350 volumes, studied the Scriptures in Greek and Hebrew, corresponded with the great Renaissance humanist Erasmus.

From the first, Zwingli found celibacy difficult. In 1515, nine years after his ordination, he took a private vow of chastity—which he kept for only a year and a day. But in the casual atmosphere of the Swiss Church, Zwingli's sin was no bar to advancement, and in 1519 the canons of Zurich Minster appointed him preacher of the cathedral; his chief rival for the post was a German priest who admitted to fathering six children.

Revolt of the Sausages. Luther's Reformation began with a protest against the sale of indulgences. The Swiss revolt broke into the open over two sausages: Zwingli attacked the "unscriptural" practice of fasting after some reform-minded friends were denounced to the Zurich magistrates for eating meat during Lent. Later, Zwingli preached against other Roman disciplines—celibacy, the doctrine of purgatory, invocation of saints—on grounds that they are not authorized by the Bible. In 1524 the town council methodically began to put into effect Zwingli's reformation, outlined in his 67 theses. Statues and crucifixes were stripped from the churches, and by 1525 his German service of the Lord's Supper had replaced the Latin Mass.

With the zeal of a Savonarola, Zwingli

tried to legislate Zurich into a facsimile of God's kingdom on earth. The town council passed stern laws against adultery and fornication and made attendance at Sunday services compulsory. But Zurich was an ideal community only for those who saw things Zwingli's way. Catholics were fined and were forbidden to run for elective offices, and Zwingli approved exile and execution for Anabaptist heretics who wanted a more radical reformation than he allowed.

Zwingli's followers spread his Reformation doctrines through northern Switzerland and into Germany, where they came into contact and conflict with Lutheranism. With Luther, Zwingli believed in justification by faith, the supremacy of Scripture, and predestination of the elect, but the two quarreled bitterly over the meaning of the Eucharist. Luther believed in the real presence of Christ in the bread and wine of Communion; Zwingli argued that the Lord's Supper was only a memorial to the Saviour's redeeming sacrifice. In 1529, friends brought the two men together for a confrontation at Marburg. It did little good. "Your arguments are weak," thundered Luther. "Abandon them and give glory to God." Answered Zwingli: "We too ask you to give glory to God and abandon your begging of the question." Later, Luther declared that Zwingli was in league with the devil.

Fighting Prophet. As Zurich's spiritual dictator, Zwingli matured into a shrewd, power-conscious diplomat who tried to forge an international alliance against the Catholic Swiss cantons. When their armies attacked the Zurich forces in 1531, he buckled on sword and armor to serve as a fighting chaplain at the battle of Kappel. There, mortally wounded, he was captured and killed by the Catholics. His body was quartered by a hangman, smeared with dung and burned.

More a polemicist than a systematic theologian, Zwingli wrote an earthy, lucid prose that is rarely read today except by scholars. But his influence is nonetheless wide. He helped create the Reformed Church doctrine ultimately perfected by John Calvin, who imitated Zwingli in attempting to set up a theocratic city of God at Geneva. "Zwingli was no stained-glass-window saint," writes Pastor Rilliet, but he made "the unremitted search for God the ruling motive of his life."

ROMAN CATHOLICS

Uganda's Black Saints

Saints may live and die for the love of God, but the Roman Catholic Church sometimes canonizes them to reward the Christian loyalty of a country's faithful or to make some moral point. Last week the Vatican expressed its interest in the African church and its opposition to racism by announcing that in October, Pope Paul VI would proclaim as saints



THE 22 MARTYRS*

Speared, beheaded and burned.

22 Bantu converts from Uganda who were martyred between 1885 and 1887.

The Uganda martyrs are the largest group of lay saints ever canonized by the Catholic Church at one time and the first Bantu Africans publicly honored by the church.² About half of the martyrs—some known only by their first names—were youthful pages in the court of Buganda's pagan King Mwanga, and were speared to death after they refused his homosexual advances. The other saints include Bugandan nobles, a potter and a shipbuilder, who were burned or beheaded when they refused to revert from Christianity to spirit-worship. In all, about 200 Catholic and Protestant converts died for Christianity during Mwanga's persecution; the missionary order of White Fathers, who converted the Ugandans to Catholicism, promoted the cause of only those whose martyrdom was unquestionably due to religion.

The Uganda martyrs were beatified by Pope Benedict XV in 1920, achieved elevation to sainthood when the Sacred Congregation of Rites accepted as miraculous two cures from pulmonary plague attributed to their intercession. A shrine has been erected at Namugongo, near the site of their martyrdom, and Uganda today has become one of the strongest outposts in Africa. About 2,000,000 Ugandans are Roman Catholic, and three of the country's eight dioceses are governed by black bishops, one a descendant of an Uganda martyr.

* Painted in Uganda in 1962 by Swiss Artist Albert Walder.

² Among other black saints: a 4th century Ethiopian bishop named Moses; Benedict the Moor, a 16th century Franciscan whose parents were African slaves; and the Dominican lay brother Martin de Porres (1569-1639), a Peruvian mulatto canonized in 1962.



ZWINGLI'S DEATH AT KAPPEL

Captured, quartered and smeared.

THE MARKET

Goodbye Paris, Hello New York

For a fortnight, French newspapers and art journals have been spitting with rage. The ostensible rub, as summed up in the Paris newspaper *Libération*, is that "a clique of dealers from overseas has, with the delicacy of a bulldozer and the discretion of an atomic bomb, given the Venice Biennale's most authoritative prize to the 'made-in-U.S.A.' stuff one calls 'pop art.' France won not a single prize of any importance. So much the better, French art has nothing in common with this trash." Headlined *Les Lettres Françaises*: AMERICAN OFFENSIVE AGAINST THE SCHOOL OF PARIS—

MUSEE D'ART MODERNE, PARIS

with its realities, its sensibility. These can be felt better and more intensely in New York."

The gradual shift of world art centers from Paris to New York is not new; only the angry French cultural double take is. The shift began in 1956, when Manhattan's Museum of Modern Art sent abroad a show that introduced Pollock, De Kooning, Kline and abstract expressionism to England and the Continent. European critics at once recognized that the postwar New York school had the innovative strength, technical skill and independent-minded vision to go its own way without regard for the school of Paris—which, since the cubism, surrealism and dadaism of the first quarter of the 20th century, has contributed nothing conspicuously new.

Anxiety & Affluence. Not only has Paris slipped creatively, but it has also declined as a market. Playsafe French collectors never bought modern art, even French impressionists, on a big scale; and Paris art dealers always counted on Americans to buy moderns. Now that first-rate moderns are created in New York, Americans—and many Europeans—buy them in New York. Moreover, as Cordier says, "the art market is particularly sensitive to fluctuations in the stock market," and the Paris Bourse failed to recover from the 1962 slump as strongly as the New York stock market.

"Although the French congratulate themselves on carrying the torch of civilization, there is a lack of interest in art," says Lawrence Alloway, curator of the Guggenheim Museum. "The attendance for the entire run of the recent Dubuffet show in Paris—granted that it was not at the height of the season—was 8,000 to 9,000. Here at the Guggenheim, we have that many people on a single Sunday." Alloway believes that "schools of painting flourish under anxiety and affluence," and New York has both. But Manhattan Critic Harold Rosenberg argues that on balance, "the concept of a world art capital is obsolete. Art flourishes in New York because New York is a kind of global city, a kind of momentary focus of global art which exists everywhere. There are historical analogies to show that there have been places where everything was working and suddenly all the life went out of it. 'The wind bloweth where it listeth.' We can't make predictions about inner qualities."

* But London tenaciously holds first place as the big-money auction market. Sotheby's of London, long intent on extending to New York its primacy in art sales, is this week trying to acquire Manhattan's top-ranking Parke-Bernet Galleries. Christie's, London's other major house, plans to stage what will probably be the biggest auction ever (estimated proceeds: up to \$5,600,000) when it sells off the late Captain George Spencer-Churchill's fabulous Northwest art collection of 500 odd masters next December.

7 Millenniums Under One Roof

"The last 6,000 years of human history are most interesting," Alfred North Whitehead once remarked to a dinner companion. If the philosopher could have attended the current exhibition at the National Gallery of Art in Washington, D.C., he would have had to increase his span by a millennium. The Archaeological Museum of Teheran and a major private Iranian collection have been spilled open to provide the U.S. with a show of 735 objects, many of them only recently discovered, from 7,000 years of Persian art.

The thriving cities where the art was fashioned—Marlik, Shapur, Kashan, Nishapur, Tepe Hissar—have crumbled into oblivion. The fabled rulers and scourges of Persia—Cyrus the Great, Darius the Great, Alexander the Great, Genghis Khan—are dust. But a woman's bronze bracelet, a golden goblet, a statue of an ibex with circled horns remain to testify to the enduring victory that art wins over time.

Totemic Alliances. The earlier millenniums are dominated by goldsmiths, silversmiths, pottery makers, and bronze-casters, the later by workers in glass. Many of the objects glitter with elegance and beauty, partly because they were intended for royal use and partly because the Iranian artists knew the value of refracting light. By using curved and slanted surfaces they could make a gold drinking cup glint and dazzle from every angle.

One motif of the show is the easy interplay between man and beast, myth and daily life. The winged bulls and lions on vases and breastplates represent totemic alliances by which ancient man sought to acquire the power of the strongest beasts to fend off the evil forces around him. But in their arresting regality, these beasts bear themselves like demigods, not mere animals.

Also a Rug. Sometimes the artists aimed at subtler, more evocative effects. A pitcher will have a gracefully elongated spout that suggests the head and neck of a crane. Undulating snakes represent water, the perennial need of hot, parched lands. While the Iranian artists frequently represented animals naturalistically, they occasionally resorted to a kind of symbolic shorthand that foreshadows the geometric forms of modern art, using circles for eyes, U-shaped mouths and heart-shaped ears. The millennial parade culminates, fittingly if inevitably, with a sumptuous 16th century Persian rug, the art object that has been one of the world's household holds in all recent centuries.

The show at the National Gallery ends July 19, but Washington is sharing its Iranian treasures with seven other cities. First stop will be Denver, starting August 8; then the show will go to Kansas City, Houston, Cleveland, Boston, San Francisco and Los Angeles, stopping six weeks in each city.



SOCIETY AT ART SHOW, 1911 (BY GRÜN)
From heyday to holiday resort.

THE FAKE DADAIST ROBERT RAUSCHENBERG, CROWNED IN TITIAN'S HOMELAND. *Le Figaro* held its nose at the GREAT POP ART MANEUVER; AN ATMOSPHERE OF THE APOCALYPSE.

So much heat, obviously, had to come from more than a mere biennale. And although it may have been indiscreet of him, the U.S.'s commissioner to the Venice festival, Alan Solomon, diagnosed the real embarrassment: "The fact that the world art center has shifted from Paris to New York is acknowledged on every hand."

A Place of Entertainment. To have an American say that was infuriating to the French—and to have a Paris art dealer agree raised the chilling probability that it is true. As he closed down his Paris gallery permanently on July 1, Daniel Cordier circulated a letter that scathingly measured Paris' decline. "The dimensions of this city," he wrote, "are not compatible with the scale of modern civilization; it has become a holiday resort, a place of entertainment, and is becoming less and less a center of creative activity. In order to interpret our period, an artist has to be familiar

precious objects from persia's past

SILVER PLATE shows 3rd century king mounted backwards as he shoots down a couple of lions.



ARCHEOLOGICAL MUSEUM, TEHRAN

ARCHEOLOGICAL MUSEUM, TEHRAN



BULL'S, a favored Persian image, and gods in chariots rise in relief from 3,000-year-old gold bowl

and beaker. Gazelle-head goblet and rings with gold-mesh hand jewelry are from later periods.

BLUE GLASS VASE in legend caught tears of ladies; more likely it held rose water in an 18th century palace boudoir.

ARCHEOLOGICAL MUSEUM, TEHRAN

ARCHEOLOGICAL MUSEUM, TEHRAN



ARCHAEOLOGICAL MUSEUM, TEHRAN



LION-HEADED bronze animal was used as incense burner, has profusely etched detail among perforations.

GLAZED ELEPHANT dates from rule of the Baghdad caliphs, sports mahout and musicians.

COLLECTION "PREHISTORIC" ARCHAEOLOGICAL MUSEUM, TEHRAN



PREHISTORIC POTTERY made in shape of animals was widely used in everyday life. Spouts formed

by mouths of humped ox (left) and buffalo (right) and in back of goat indicate vessels held liquids.

SINGERS

The Greatest Pretender

"File Under: Wilson, Female Vocal" advises the fine print on Nancy Wilson's newest album. *Today, Tomorrow, Forever*. A timely cross reference might be added: "See Fitzgerald, Ella, Her Apparent To."

The files under Female Vocal are bulging with singers who were once likely pretenders to the "First Lady of Song" title held these many years by the incomparable Ella. At 27, with three LPs high on the bestseller charts and a rapidly burgeoning following, Nancy Wilson figures to be the greatest pretender for a long time to come. At her opening at Los Angeles' Coconut Grove last week, the crowd of 1,000 voted her everything but the deed and title to the place.

In the "great tradition" of blues, torch and jazz singers that began with Billie Holiday, Nancy Wilson leans toward the left wing, where pop meets jazz, a translator of popular standards into the jazz idiom. Her repertoire is a treatise on variety and taste, spun by a voice of agile grace and knowing jazz inflection and phrasing. Yet heard in person, she poses a problem: Willow, tawny, perfectly featured and somehow kissed by ice, she seems sometimes too beautiful for the consistently lay interpretation she gives to the lyrics of her songs.

But she has come a long way in a very short time, and very likely will be nonpareil in a few more years. The daughter of a factory worker, she was born in Chillicothe, Ohio, had her own local television program in Columbus by the time she was 15, singing pop tunes by telephone request. Four years

JULIAN MANN



NANCY WILSON
Both cool and sweet.



VICTOR'S ORIGINAL "SCHEHERAZADE"



VICTROLA'S REISSUE

Good and some better.

later, she joined Rusty Bryant's band, toured with it for 24 years. But it was not until Saxophonist Cannonball Adderley introduced her to the New York jazz scene that she scrapped her scooby-dooing gimmickry for her present artfully derivative jazz style. She is, all at once, both cool and sweet, both singer and storyteller. These attributes should be enough to sustain her to the day when, if ever, the First Lady decides to step down.

RECORDS

Cut-Rate Classics

In the modern supermarket, the hapless shopper is besieged at every turn by labels of BARGAIN BONANZA! slapped on everything from brussels sprouts to lawnmowers—and, of late, records. In the past, the quality-cautious shopper could rightfully assume that those curate LPs racked next to the vegetable bins were, from a musical standpoint, about as choice a bargain as last week's Bibb lettuce. Recently, however, several giants of the recording industry have launched new lines of low-cost (from \$1.98 to \$3) classical records that are honest-to-goodness bargains. Designed for distribution in supermarkets and drugstores as well as record shops, many of these cut-rate classics are as good as and in some cases better than albums being peddled at two and three times the price.

Freshly Pressed. Although the catalogues and record jackets discreetly avoid mentioning the fact, these new records "for budget-conscious connoisseurs" are mostly freshly pressed reissues of classical standards cut before 1960. In a fiercely competitive market where the consumer is conditioned to demanding the newest rather than the best Beethoven *Fifth*, say, the life expectancy of many a first-rate classical LP has been growing shorter every year. Fifteen years ago, Schwann's LP catalogue listed 489 classical titles offered by eleven recording companies. Today there are some 14,000 classical titles available from 118 companies, which are spinning out 300 or more new releases each month. In the avalanche, touched off in part by the boom of stereo, close to 6,000 classical LPs have

been discontinued and swept into oblivion in the past four years.

London Records was the first to exhume a number of its buried treasures, reissuing under the Richmond label such gems as George Szell conducting the Concertgebouw Orchestra in Brahms' *Third Symphony* and the Mozart *Requiem* conducted by Josef Krips at the bargain-basement price of just \$1.98 per record (formerly \$4.98). Sales were brisk, so London reissued ten operas, including Renata Tebaldi in *La Bohème* and *Madama Butterfly*. Mercury followed London's lead, establishing its Wing label, featuring such surefire favorites as suites from Tchaikovsky's *Sleeping Beauty*, *Nutcracker* and *Swan Lake* (\$1.98 for mono, \$2.98 for stereo), ably rendered by Antal Dorati and the Minneapolis Symphony.

Since then, Capitol, Victor and Vanguard have charged into the market. Capitol dubbed its revivals Paperback Classics (\$1.98 for mono, \$2.98 for stereo). Among the highlights are a rousing Brahms *First Symphony* with William Steinberg conducting the Pittsburgh Symphony, and a brace of Beethoven piano sonatas, the "Appassionata" and "Waldstein," masterfully played by Pianists John Browning and Rudolf Firkušny respectively.

Just the Answer. Victor, which hauled out its venerable old Victrola label to kick off its new line, offers a rich lode of glittering bargains (\$2.50 for each mono LP, \$3 for stereo). Among them: Puccini's *Tosca* with Soprano Zinka Milanov; Tchaikovsky's "Pathétique" with Pierre Monteux and the Boston Symphony; and Brahms' *Concerto No. 2* with Russian Pianist Emil Gilels backed by Fritz Reiner and the Chicago Symphony. Vanguard Records' new line, *Everyman*, includes a fine performance of Haydn's *Creation*, conducted by Mogens Wöldike.

While a few audio purists might quibble over the fidelity of some of the vintage vinyls, the quality is more than satisfactory for the average listener. For the man with a new hi-fi rig who is looking to build the nucleus of a good standard record library without having to hoek his children, the 200-plus selections available in cut-rate classics are just the answer.

THE LAW

LAWYERS

Cram, Cram, Cram

The law's last vestige of ordeal by fire is a legal torture called the bar exam. In New York, for example, it is a 14-hour grind that requires coping with 40,000 facts in order to solve 192 legal conundrums of which the simplest might be: Is a promise made by A to B and C, to induce them not to rescind their contract, enforceable by B and C against A?

Mastering the particular rules of a particular state has habitually been the key of admission to the bar of that state. Yet most U.S. law schools shun rote rule learning in favor of broad theory

by U.S.C. Law Professor G. Richard Wicks, the California Bar Review (or "Wicks Course") is now attended by 1,200 of the 1,600 law graduates cramming for next month's California bar exam—a three-day inquisition spanning 16 subjects, some of them not taught in top law schools. The ten-man Wicks faculty claims to cover the equivalent of an entire law-school year in eleven fast weeks, during which students plod through 50 lbs. of course outlines. In addition to these labors, worried crammers often spend Sunday supplementing Wicks with a \$125 exam-writing course run by a Los Angeles lawyer named Beverly Rubens, who soothes her charges by chirping that after they



CALIFORNIA BAR REVIEW CLASS IN LOS ANGELES
To aid the confused, a Pacific cat.

and legal reasoning. The great schools are the most detached. Bright Harvardmen, steeped though they are in constitutional law, do not necessarily do any better on bar exams than graduates of less prestigious schools that teach more local law. Last summer 73% of Harvard's candidates (and 65% of all candidates) passed the New York exam, as did 73% from Fordham.

50 Lbs. of Low. This is the situation that sparks the law graduate's summer mania: weeks of rule-stuffing at cram schools in preparation for the twice-yearly bar exams typically given in late summer and winter. Run by lawyers, judges and professors, cram schools are often big business. Before becoming a federal judge, New York Lawyer Harold Medina crammed 800 students for \$28,000 a year. Medina's heir, New York's nonprofit Practising Law Institute, is now the biggest cram school, with three yearly sessions enrolling 1,800. At \$75 tuition, it is also one of the cheapest. By contrast, the California Bar Review Course charges \$175 and grosses more than \$400,000 a year.

Started ten years ago in Los Angeles

pass the exam, "you'll have your new briefcase and dark blue suit, and who will I be to you? Just another woman lawyer."

IRAC & Preachers. Unlike law schools, which minimize memorizing in order to stir thought, cram schools are devoted to organizing the student's knowledge with forced-draft methods. Chicago's ebullient crammer, Thomas J. Hart, spends seven hours a day firing off questions, listening to the class consensus, then firing back the correct answers. The method works so well that one year 92% of his students passed the Illinois bar exam. Denver's Gerald Kopel, a former newsman-turned-lawyer, crams his students by simulating actual exams and blasting bad spellers for such barbarisms as *adulatory*, *devoid*, *drunkedness*. Austin Lawyer Arthur ("The Garrulous Greek") Mitchell, who claims to have crammed half the lawyers in Texas, dramatizes the "life" in the law. "I tell them the law is comical, the law is tragic, the law is real," says Mitchell. "The things that happen in law are things that happen to people."

Acronyms are favorite cramming tools. Wicks students use IRAC (Issue,

Rule, Application, Conclusion) to crack almost any exam question. A whole year's law-school course in contracts is reduced to PACIFIC CAT 101, each letter standing for a critical legal factor—P for parties, A for assent, C for consideration, and so forth. At New York Practising Law Institute, cases in which a published and mailed notice suffices to get service in a civil suit, are summed up in MINISTER—Matrimonial actions. In rem property actions, Nonresidents, Incompetents and infants, Stockholders, Traveling residents, Extended statute of limitations and Resident fraud.

Necessary Evil. None of this preparation prevents some exam takers from ludicrous answers. But in most cases the schools serve the bar examiners' seeming demand—what one Tennessee law dean calls "a Pavlov dog reaction." Says he: "It would be horrible if universities taught people how to pass law exams. We should teach people how to think and act like lawyers, not how to memorize cases." Many bar examiners are now steering toward that standard. But most law schools and bar examiners are still so far apart that the only way for law students to travel from one to the other is via the "necessary evil" of cram schools.

PUBLIC SAFETY

Are Hatpins Enough?

Worried about muggers and other molesters, a pretty Manhattan secretary named Arlene Del Fava armed herself with a switchblade knife. She was just in time. While walking home a fortnight ago, she was attacked by a man who, she suspected, was a rapist, and she fought him off with her knife. Result: the police arrested him—and her. Reason: New York's stiff Sullivan Law bans switchblade knives. Up for trial this week, Victim Del Fava, 27, faces a maximum penalty of seven years in jail and a \$1,000 fine.

Whatever her fate—and in a city warmly sympathetic to her plight, it is not likely to be harsh—Arlene Del Fava's arrest stirred angry questions about the kind of weapons, if any, that ordinary citizens may carry for self-protection. Quite apart from whether most efforts at self-defense are even legal (TIME, June 26), the answers depend on a wide variety of confusing weapons laws all over the U.S.

In Miami, Los Angeles and Washington, D.C., any law-abiding citizen can freely buy a pistol and stash it at home. But carrying it on one's person, even openly in a holster, requires a permit that police rarely issue. Not more than 20 Washingtonians are so licensed. Many states ban almost any "concealed" weapon, including blackjacks, brass knuckles and even slingshots. Although tear-gas Pen-guns are legal in most states, the notable exceptions of New York, Illinois and California cover the nation's biggest, most perilous cities. It is often illegal to carry even a water-



SELF-DEFENDER DEL FAVA
For the victim, arrest.

pistol loaded with some eye-stinging chemical like ammonia.

Oddly enough, Arlene Del Fava would have gone scot free had she packed a hunting, carving or penknife—any type other than a switchblade or gravity knife, which snap open at the flick of a wrist. If the owner can prove lack of illegal intent, New York's Sullivan Law allows possession of dirks, daggers, razors or stilettos. But the law, which has no visible effects on criminals, requires hard-to-get police permits for pistols, even when they are kept at home. Flatly forbidden is the mere possession of any billy, blackjack, bludgeon, bomb, bombshell, firearm silencer, machine gun, metal knuckles, sandbag, sandclub or "slungshot" (slingshot). The arsenal is so well-stocked that choice is inevitably confusing. Arlene Del Fava, along with many another New Yorker, has decided that from now on there is only one side arm that will keep her safe from both cops and robbers—"a hatpin like grandmother used to carry."

THE COURTS

Tropic of Illinois

Having "carefully and delicately" read Henry Miller's *Tropic of Cancer*, the Illinois Supreme Court last month declared the book obscene—"a series of revolting sexual encounters described in the most filthy and obscene language imaginable." The court also gave the back of its hand to Nightclub Comedian Lenny Bruce, upholding an obscenity charge on the grounds of his "morbid interest in sex." Last week the court said oops, and in a rare move withdrew both opinions. Reason: the U.S. Supreme Court had meanwhile reversed a Florida ban against *Tropic* and narrowed its view of what constitutes obscenity (TIME, July 10). So like all good judges, whatever their personal opinion, those in Illinois followed the nation's legal leaders.

CONSTITUTIONAL LAW

How to Change Laws You Don't Like

"It is the law," said Louisiana's Democratic Senator Allen J. Ellender of the Civil Rights Act of 1964 that he had opposed so stubbornly. Any Southern resistance, Ellender warned, "must be within the framework of the orderly processes established by law." Any other course "is foolhardy and indefensible," including the doctrine of civil disobedience, which has "no more credence now than it did before."

From a longtime segregationist, that was a statement of stunning reasonableness. Every thoughtful lawyer, whatever his stand on the race problem, is disquieted by civil disobedience, even in the name of what Martin Luther King calls "the moral law or the law of God." To lawyers, divine code is too vague for the earthly task of preserving peace and good order here and now. Were all men free to act out their individual "consciences"—as diehard segregationists still insist—victory would simply go to those with the most power, the most guns. By contrast, the rule of law provides enforceable standards—and machinery to change them.

Guerrilla Warfare. Those lawyers who condone civil disobedience do so on very narrow grounds. Civil disobedience is "just" only when all legal redress has been closed—a position taken last week by the Lutheran Church in America at its biennial convention in Pittsburgh. "If and when the means of legal recourse have been exhausted or have been demonstrably inadequate," resolved the church, "Christians may then choose to serve the cause of racial justice by disobeying a law that clearly involves the violation of their obligations as Christians."

Even so, the burden of moral proof is heavily on the disobedient to show good faith by nonviolence, meaningful protest and willingness to accept the penalty for their actions. And the basic aim is always the same as regular litigation—to get the challenged law tested by the orderly processes of law.

It is one thing to hold such meaningful protests as restaurant sit-ins, challenging laws that may never be tested in court until they are violated. It is quite another thing to hold indiscriminate demonstrations, such as highway stall-ins, that merely protest grievances in general. Such actions are simply guerrilla warfare. Alabama's Governor Wallace, when he "stood in the schoolhouse door" at Tuscaloosa, was acting not only in defiance of a court order, but after the validity of desegregation orders had already been thoroughly established in the courts.

Standing & Ripeness. Getting unjust laws repealed in the legislature is infinitely more desirable than "just" civil disobedience. But if political persuasion fails, how to change a law in the courts? Article III of the Constitution empow-

ers the federal judiciary to hear "cases" and "controversies," and though the courts can reject many kinds of cases, they are unlikely to turn down any genuine conflicts involving practical consequences that demand constitutional interpretation.

Those who challenge a law must have "standing" or personal involvement in the conflict. If a man disputes public school prayers, for example, he has standing only if his own children are affected. If his children are not yet involved in the prayers, or have already left the school, his standing is insufficient to build a case. Further, his case must have "ripeness," meaning that he must be able to show real injury at the time he sues. If the school board is only thinking about starting prayers, the case is not yet ripe.

\$11 Million Loss. In the first major test of the new Civil Rights Act, the lily-white Heart of Atlanta Motel has just sued the U.S. and Attorney General Robert F. Kennedy with a claim that probably has sufficient conflict, standing and ripeness. Along with seeking a declaratory judgment (court opinion on the law's validity), the motel's lawyer-president, Moreton Rolleston Jr., asked for an injunction to prevent Kennedy from enforcing the act on the ground that it violates the Fifth Amendment's guarantees of due process and just compensation for private property taken for public use. Claimed damages: \$1,000,000 for deprivation of property rights (lost business if Negroes register) and \$10 million for Rolleston's alleged loss of "liberty" to refuse service.

Rolleston's prospects of winning seem slight. For one thing, he is fighting a law that got the most painstaking constitutional examination by a lawyer-dominated Congress sworn to uphold the Constitution just as fervently as the Supreme Court. What is nonetheless admirable is Rolleston's decision to test the law in court rather than to break it simply because he dislikes it. If his action sets a new tone for Southern resistance, it is good news for U.S. law.



SELF-CHAINED PICKETS IN NEW YORK
For discrimination, indiscriminate.

MEDICINE

DIAGNOSIS

Scanning the Lungs For Blood Clots

Whenever a large blood clot blocks the artery leading from the heart to the lungs, the result is so dramatic and catastrophic—in many cases, fatal—that doctors find the difficulty relatively easy to diagnose. But small clots that block some of the smaller arterial branches are far more common than



RADIOLOGIST TAPLIN
Light up the roadblocks.

such massive pulmonary embolisms. The trouble is, they are so hard to detect that the true nature of the illness is often missed. Patients complain of shortness of breath, they faint frequently, and they may collapse after exertion, leaving their doctors baffled. Now, atomic medicine is coming to the aid of chest physicians and embolism patients with an ingenious and relatively simple diagnostic procedure.

The clots do not show clearly on X rays, and neither do the dead areas of lung surface beyond them. But Dr. George V. Taplin of U.C.L.A. figured that he could spot them with a radioactive substance, which after injection into the veins would pile up at the arterial roadblocks while flowing freely through normal blood vessels. The next problem was to find a radioactive chemical that would do the job, and then disappear harmlessly—preferably a substance that occurs naturally in the human body.

24-Hour Flush. Working with the radiopharmaceutical division of E. R. Squibb & Sons, Dr. Taplin found what he wanted: human albumin, but in a special form made up of large molecules too big to pass through the lungs' blood filters, and laced with radioactive iodine. Dr. Taplin proved in dogs that these macro-molecules would jam up

in the clot-closed arteries, stay there long enough to take their own picture on an X-ray plate, then break up into the normal, small-molecule form of albumin and pass into the bloodstream.

Dr. Henry N. Wagner Jr. of Johns Hopkins Hospital became the first human guinea pig to try the "Albumatope" injection on himself. He has since used it, with iodine 131, to get revealing scintillation-scan pictures of 225 patients, with no ill effects. Dr. Taplin himself has now used the technique for more than 150 patients. He employs iodine 125. The safety of the method is attested by the fact that the radiation dose each patient receives is much less than he would get from special chest X rays for this purpose. And the minute amount of radioactive iodine is flushed out of his body within 24 hours.

What to Do. Once they have an accurate diagnosis, doctors can decide what the patient needs. In the severest cases, surgery with the heart-lung machine is called for; in others, oxygen to tide patients over a crisis. But for most victims, drugs are enough: heparin to guard against the formation of new clots, norepinephrine to keep up the blood pressure. Dr. Wagner has high hopes for a new enzyme to dissolve old clots.

TRANSPLANTS

Questions of the Heart

History's first transplant of a heart, from a chimpanzee to a dying man (TIME, Jan. 31), was a significant surgical achievement. But the difficulties that surrounded the operation, say University of Mississippi Surgeon James D. Hardy and his colleagues, were more than problems of cutting and suturing. What bothered the doctors as much as anything else, they report in the *A.M.A. Journal*, were matters of timing and questions of ethics.

The doctors knew well in advance that they wanted a human heart for a transplant. They figured that one could be taken from a relatively young patient dying of brain damage, and that it could be placed in a man dying of incurable heart-muscle failure. But how were they to find the proper brain patient dying just when the proper heart patient was waiting?

Kill a Patient? The doctors thought that in their small hospital they were likely to have many more suitable recipients than donors. But they were wrong. Three men were admitted to the medical center in Jackson with incurable brain injuries—one from a fall, one from a tumor, and one from a suicidal gunshot wound. Each of the doomed men was kept alive for a while by artificial breathing apparatus, and any one of them might have been a suitable donor if there had been an equally suitable recipient handy. But even if they had had a dying heart pa-

tient on whom to try a transplant, Dr. Hardy and his team felt that switching off the artificial respiration to let a man die before removing his heart seemed too much like killing a patient. Say Dr. Hardy and his colleagues: "We were not able to conclude that we would be willing to do this."

Even the selection of a patient to receive a heart transplant brought problems. The doctors planned to pick a man whose heart failure had progressed to the point where they considered it irreversible, so that nothing could save him but a new heart. But they had underestimated the amazing powers of recovery that even a damaged heart possesses. About the time they were ready to try a transplant, a man was admitted to their hospital, apparently dying after a heart attack. He astonished the doctors by getting well enough to go home. Clearly, it would have been wrong to try a transplant in his case—but this became evident only after his recovery.

Turn to the Chimp. Eventually, the surgeons and physicians decided that unless they were willing to take the question of life or death in their own hands and shut off the artificial breathing of a potential donor, it was "extremely unlikely" that such a man would die at just the right time, while a waiting heart patient was being kept alive on the heart-lung machine.

When they finally got a patient unquestionably in need of a heart transplant, they turned to the chimpanzee as a source. The chimp's heart proved too small for the patient, who was a big man, and the transplant failed after a couple of hours. The Mississippi doctors say they learned enough about the surgical techniques involved to convince them that "this operation may some day add years of life to many patients." But the process of learning has only pointed up the problems that are still far from solution—the ethical questions and the matter of timing.



SURGEON HARDY
Switch off the machine?



What will John Burr do today?

1. Save his firm a million dollars?
2. Work on a book about tracer applications in organic chemistry?
3. Grab a jet and address a conference in Kyoto?
4. Consult with engineers on radiolysis of cyclohexane in the presence of benzene?
5. Advise the firm's Geneva representative by phone?
6. Study a paper on ultrasonic attenuation by chemical reaction?
7. Discuss an esoteric molecular structure?
8. Lecture on structural chemistry in a university classroom?
9. Explore the interaction of ionizing radiation with organic materials?
10. Or just gaze out the window and think?

It's difficult to say what John will do today. His career permits exceptional latitude.

John G. Burr—BS, MS, Ph.D.—is typical of more than half-a-hundred scientists actively engaged in fundamental research at the North American Aviation Science Center. Here, inquisitive men like John conduct theoretical and experimental work at the forefront of their chosen scientific disciplines. North American provides

them with an environment designed to stimulate their natural scientific creativity.

With this freedom these men explore the scientific nuances which may ultimately benefit all of mankind. Some study the structure of blood, using exotic new tools of physics such as the Mössbauer Effect; others map the symmetrical contours of Fermi surfaces of metals to study their physical properties. Some

ponder the extraction of economical electrical energy from the inferno of the atomic reactor; others assist in the science underlying microminiaturization in solid state electronic systems.

And while fundamental research expands scientific horizons, it accelerates America's economic growth through new jobs, new products, new industries. Creating the groundwork for progress like this demands unusual corporate foresight.

North American Aviation



At work in the fields of the future through these divisions: Atomics International, Autonetics, Columbus, Los Angeles, Rocketdyne, Science Center, Space & Information Systems

MODERN LIVING



ST. LOUIS RIVERFRONT CIRCA 1935



JEFFERSON MEMORIAL PARK TODAY

Out of the skids and on to a renaissance.

CITIES

To the Brink & Back

Sprawled along the banks of the Mississippi, St. Louis funneled the emigration of half a nation toward the Western reaches of the U.S. Paragon of productive diversity, the city turns out candy and caskets, chemicals and containers, animal feed and jet aircraft. Its International Shoe Co. is the nation's biggest shoemaker. Budweiser the biggest brewer. It is the nation's second largest rail center. It served the first hot dog and the first ice-cream cone, was the site of the first balloon race. The corn-cob pipe was invented there. The first operation to remove a man's lung was performed there.

But more important for modern St. Louis are still two other facts of its past and present: seldom has a U.S. city come closer to the brink of civic disaster, and seldom has a city worked harder or more successfully to recover.

"Such a Dump." "After World War I," wrote Ernest Kirschten in his book *Curtish and Crystal*, "St. Louis dozed off. Maybe it was tired. Maybe Prohibition was not only a shock but also a sedative to this beer city. Depression was no stimulant. More than ever, St. Louis turned in on itself, contemplated its communal navel."

A wave of immigrants swept into the city while disgruntled middle- and high-income burghers fled into the surrounding county suburbs. Gracious mansions became tenements. By 1952, the city was one-quarter slum, another quarter near slum. No new office buildings had been put up in 25 years. Industry pulled out in wholesale lots. Property values and business activity plunged. "You might ask," wrote English Author Geoffrey Grigson in 1951, "why anyone would be proud of such a dump."

In 1952, business leaders, alarmed at the city's skid, formed a nonprofit organization called Civic Progress, Inc. It backed Engineer Raymond Roche Tucker, for mayor. Back in the late 1930s, Tucker had come up with a plan to eliminate the city's then notorious smog cover by cutting down the amount of volatile fuel used by industry. He later was named chairman of the department of mechanical engineering at St. Louis' Washington University. Democrat Tucker gave up his \$20,000-a-year job for the \$10,000-a-year mayor's post.

Recruits for Resurgence. Tucker recruited the city's business leaders to help work on problems ranging from slum clearance to the downtown traffic tangle. To fight blight while bringing the city budget back from the red, Tucker pushed through a \$110 million public-improvements bond issue, lured in federal and private capital to help.

On the Fourth of July, nearly half a million people flocked to the St. Louis riverfront and, amid bursts of fireworks and patriotic oratory, celebrated the 200th anniversary of the year a group of French fur traders came ashore to found the city. But as much as anything, it really was a celebration of a "notable civic renaissance," as the St. Louis Post-Dispatch has called it.

In all, some \$2 billion worth of major construction is under way or planned in the metropolitan area. A 454-acre midtown tract of slums called Mill Creek Valley, filled with slum housing that cried out for rebuilding in 1954, is now one of the largest urban-renewal areas in the U.S. A substantial section of it will be set aside for an expressway to link downtown with the major expressways leading out of the city. The long neglected riverfront has been cleared for the Jefferson National Expansion Memorial Park; scheduled for

completion there next year is a soaring stainless-steel arch 630 ft. high, designed by the late Eero Saarinen as a monument to St. Louis as Gateway to the West. A seven-block pedestrian mall shaded by trees and flanked by lawns is abuilding. Ground has been broken for a 1,100-car parking garage, first step in construction of a downtown sports stadium, designed by Edward Stone, that will seat 50,000, cost \$89 million.

The program has its critics. The Mill Creek slums were bulldozed in 1960, but redevelopment has been so slow that the area is locally dubbed "Hiroshima Flats." The New York Times's Ada Louise Huxtable charged that the rebuilders had razed "the heart and history" of the city by clearing the riverfront. Defenders point out that the storied waterfront had long deteriorated into a grimy morass of dilapidated warehouses, buildings and residences. Developers have been scrupulous in preserving the architectural monuments of the area—the old courthouse and the cathedral—and have stored the best examples of cast-iron storefronts to be put on display in the new Museum of Westward Expansion.

Beyond a doubt, St. Louis is back from the brink. In many ways, its people have changed little. They still quaff their suds at the rate of 28 gal. per year per person, root for the Cardinals, thrive on sauerbraten, like to remember that their town produced T. S. Eliot as well as Stan Musial, and pronounce Gravois Street as "Gravoy." Men like Mayor Ray Tucker have brought a new awakening. Says he: "This is a warm, stable community. The people here are conservative and cautious. But I have yet to see them fail to respond to a program for civic betterment when it is explained to them."



19,710 meals to go.
That's why we keep insurance costs low.

Count 'em up. That's how many meals your three-year-old expects you to provide until she's 21. She'll expect clothes, too. Maybe college. Probably a wedding. That will take a lot of money, but you'll earn it if you live. If you don't, it will take a lot of life insurance to do the job for you. How much? It would take \$67,080 of insurance to guarantee your family \$400 a month for the next 18 years. Scare you? You can buy that much for \$20.13 a month

if you're 32 now. The cost is low because this is pure protection and the amount of insurance gradually decreases as the years go by. That same premium buys you these important rights: (1) To go back and restore the original benefit in your policy at the end of five years if your need for protection doesn't

OCCIDENTAL LIFE
 OF CALIFORNIA

decrease; (2) to freeze your protection at a fixed amount; (3) to change to a policy that includes the savings and retirement features you'll want in your insurance some day—when you can afford them. You can use these options without a medical examination. Ask an Occidental agent about the Income Protection policy. Or write us, Occidental Center, Los Angeles, Calif. 90054. 19,710 meals would be a lot of meals to miss.

THE PRESS

NEWSPAPERS

Being Kind to the Competition

Even on the dulllest day of the mid-summer doldrums, the Dallas morning News would not be expected to report the fact that its evening competitor, the Times-Herald, planned to cover basketball games next winter. But that was exactly what the Dallas News did, in June, for ABC-TV. SPORTS COVERAGE EXPANDED, announced the News, over a story reporting ABC's plans to televise 16 basketball games come January 1965.

Nor could the New York Herald Tribune, hatching plans to cover the current race troubles in the South, expect its enterprise to rate a news spread in the New York Daily News. Nevertheless, a spread in the Daily News was just what some other News competition got, TV EYES MISSISSIPPI, read the Daily News's headline, above a report that NBC was programming on-the-spot reports from Philadelphia, Miss.

Fan-Club Fidelity. These were not isolated examples of a U.S. newspaper tendency to treat television news coverage as if the coverage itself were news. Jack Gould, the New York Times's TV critic, systematically lumps TV newscasts in with Dr. Kildare, and gives both the same sort of critical going-over. After last month's conference of state governors in Cleveland, Plain Dealer TV Columnist Bert J. Reising praised the city's radio and TV stations for "an exemplary piece of work." But the Plain Dealer had nothing to say, one way or another, about the performance of its own reporters—or, for that matter, of those on Cleveland's other daily, the Press.

The appearances and disappearances of TV newscasters are logged by the press with a fan-club fidelity usually re-

served for grease paint performers—which perhaps they are. Thus when NBC, eying San Francisco, decided to backstop its top news team of Chet Huntley and Dave Brinkley with another duo, the New York Times duly recorded their names: Ray Scherer and Nancy Dickerson. And when Westinghouse Broadcasting Co. signed Novelist-Playwright Gore Vidal to report both the Republican and Democratic national conventions, the Times gave Vidal's assignment headline prominence—meanwhile leaving unmentioned the names of several dozen experienced Timesmen who are likely to do a better job at San Francisco.

Generous Attention. It was not as if the country's press needed any reminder that television is a fiercely competitive news medium. "I like the nationwide audience and all that," said Allan Rusten, press chief for the G.O.P.'s Platform Committee, "but I feel like I'm being strangled in TV cables." TV sound trucks ringed San Francisco's St. Francis Hotel like enemy tanks, and such was the TV-induced congestion that one city cop had to borrow a TV crane to regulate traffic (see cut). But the moral was apparently lost on the country's newspapers, where page after gift-page reflected TV's ambition to hog the San Francisco show.

The Chicago News devoted twelve column inches to NBC's plan to use ultraviolet-light transmitters in the Col Palace. THE BATTLE OF COMPUTERS: A TV THRIKLER, headlined the Detroit Free Press. In New York, under a no-surprise headline—NETWORK CARAVANS CARRY TV GADGETS AND MEN TO COAST G.O.P. RALLY—the Times totted up the logistics of the move: 1,500 TV hands, nearly 50 miles of cable for NBC alone.

Newspapers justify such generous attention to TV's news function on rather curious grounds. "A news event on TV is just another TV program," says Detroit News TV Columnist Frank Judge, who thinks more viewers should watch the news and encourages News readers to do just that. Los Angeles Times Publisher Otis Chandler is even more unselfish. "I'm the first to admit that TV news is very good here," says Chandler. "But just because television is a good competitor is no reason for reducing your coverage."

Being Catty to Columnists

Pamela Mason, the all-but-divorced wife of Actor James Mason, is an English-born, middle-aged chatterbox whose very conversation is constructed like a Hollywood gossip column. Mostly, she has confined her monologues to parties and daily appearances on radio and TV, but neither medium was just the right setting for a woman with Pamela's natural dagger-turn of phrase. Last week she announced that she was

about to be put in her proper place at last. Soon, she said, she will begin writing a Hollywood column just like Hedda and Lolly. Columnist Mason's paper: The Chicago Sun-Times.

"If they ever have another filibuster in Washington, Pamela should lead it," says Groucho Marx. "She's the steady, est-talking woman I ever encountered. It's invariably about sex—but that's an interesting subject to me."

"I don't want to do gossip," Pamela says defensively. "I do opinion. Movie-



PAMELA MASON

No grouches from Groucho.

star gossip isn't interesting unless you're having an affair with Richard Burton."

Her opinions are as trim and sharp as she is. Her two-word review of Irving Shulman's biography of Jean Harlow was: "Shocking puce." Her general code is: "You should be vicious only if you have something to be vicious about." And—regardless of whether it is called gossip or opinion—she sees no reason not to be vicious about actors if she wants to be. "I don't think actors have any right to private lives," she says. "If they want to have privacy, they shouldn't be actors. I don't like cowards who stick their necks out and then scream and run. You can't have it both ways."

As for Hedda and Louella, she says: "I challenge them, because they're passé. Louella has a gushing attitude toward the whole industry and neither she nor Hedda writes her own column. Hedda's not a writer. I am. I've written books and novels." She has, at that. One work in progress: *Woman of the Worldmaship*, originally titled *Hollywood Be Thy Name*.

Headline of the Week

LORDS IMPOTENT IN FACE OF FEUDSITY

In the London Times, above a story reporting that the House of Lords had resumed, after two years and more than 100 million new births, its debate on the world population explosion.



SAN FRANCISCO COP ON TV CHERRY PICKER
Plugs for the opposition.

This announcement appears as a matter of record only. These securities were offered and sold outside the United States of America.

New Issue

July 3, 1964

\$25,000,000

IRI

Istituto per la Ricostruzione Industriale

(An Italian public corporation)

5¾% Bonds of 1964 Due 1975-79

With Warrants to purchase Finsider shares

The original subscribers had the option of designating their purchases as either U. S. A. dollar Bonds or Deutsche mark Bonds, thereby permanently fixing the currency of payment.

The Bonds bear detachable Warrants, exercisable from August 16, 1964 through June 30, 1974, to purchase capital shares of Società Finanziaria Siderurgica FINSIDER S.p.A., an Italian corporation. Each \$1,000 Bond bears a warrant to purchase 600 Finsider shares and each DM 1,000 Bond bears a warrant to purchase 150 Finsider shares. The Finsider shares are presently owned by IRI.

Carl M. Loeb, Rhoades & Co.

New York

Banque Lambert, S. C. S.

Brussels

M. Samuel & Co. Limited

London

Berliner Handels-Gesellschaft

Frankfurt-am-Main

Amsterdamsche Bank N.V.

Bache & Co.

Banca Commerciale Italiana

Banca Nazionale del Lavoro

Banco di Roma

Banque de Bruxelles S.A.

Banque Européenne du Luxembourg

Banque Nationale pour le Commerce et l'Industrie

Bayerische Hypotheken-und Wechsel-Bank

Bayerische Vereinsbank

Bergens Privatbank

Berliner Bank AG

Caisse d'Épargne de l'État

Commerzbank AG

Crédit Commercial de France

Credito Italiano

Den Norske Creditbank

Dominion Securities Corporation Limited

Frankfurter Bank

Hallgarten & Co.

R. Henriques Jr.

Philip Hill, Higginson, Erlangers Ltd.

Kleinwort, Benson Ltd.

Lazard Brothers & Co., Ltd.

Merck, Finck & Co.

Samuel Montagu & Co., Ltd.

Nederlandsche Handel-Maatschappij, N.V.

New York Hanseatic Corporation

Sal. Oppenheim Jr. & Cie.

Pierson, Heldring & Pierson

Privatbanken i Kjøbenhavn A.S.

Rheinische Girozentrale und Provinzialbank

N. M. Rothschild & Sons

de Rothschild Frères

J. Henry Schroder Wagg & Co.

Skandinaviska Banken

Société Belge de Banque S.A.

Svenska Handelsbanken

Sveriges Kreditbank

Vereinsbank in Hamburg

Westfalenbank AG

Wood, Gundy & Co., Limited

World Banking Corporation Ltd.

Worms & Cie.



A year from the day you get your Bruning



you can save enough money to buy this FLEET!

Such fantastic savings are a cinch with a Bruning Electrostatic Copier. Copies cost 2½¢ apiece—not "about 5¢ a copy" as with other electrostatic copiers.

At 1500 copies a day (and many companies make more, *lots* more) your Bruning saves \$8,351 the very first year....a start *this* size toward a *fleet* of fine company cars.

With a Bruning you can also count on beautiful copies...from bank-check size to 11 x 17 ledger sheets. And you get them in *half* the time it takes others.

Isn't it time you looked into the money to be made with the right office copier? Have your Bruning Man send you a Cost-Per-Copy Calculator and draw your own conclusions. Or have him *show* you how it's done with a Bruning Electrostatic Copier. Charles Bruning Company, Division of Addressograph-Multigraph Corp., 1805 West Central Road, Mt. Prospect, Illinois.

BRUNING



SPORT

CREW

One for the Alumni

The first thing most athletes do when they get out of college is to order a heavy meal, wash it down with a cold beer, take a deep drag on a cigarette—and gleefully go to pot. But not if they live in Philadelphia and know how to pull an oar. Philadelphia's 99-year-old Vesper Boat Club awards no letters or athletic scholarships: its members work out six days a week, row as much as six miles each practice session. Why? "Because we like it," says Secretary-Treasurer John B. Kelly Jr., onetime Olympic sculler and brother of Monaco's Princess Grace. "We even like it enough to go out and be good at it." Very good, even.

Last week at New York's Orchard Beach Lagoon, the smooth-stroking Vesper eight trounced 15 of the country's finest crews—and thereby became the first club crew to represent the U.S. at the Olympics since another Vesper crew did it in 1904.

Vesper almost did not get into the trials at all, thanks to a mix-up in the mails. Their registration arrived after the deadline; only a last-minute decision by the U.S. Olympic Committee allowed them to compete. Seeded fourth, behind California, Harvard and Washington, Vesper did not figure to offer much competition to the younger college crews. Their average age was 26, and only the presence of two undergraduate ringers from La Salle College kept it that low. The part-time coach, Allan Rosenberg, is a Philadelphia lawyer. The coxswain, Robert Zimonyi, is a 46-year-old Hungarian refugee. The captain, Bill Knecht, is 34, a plumbing contractor, the father of six. But in the semifinals, Vesper shocked the ex-

pects by beating Harvard, the undefeated Eastern champion, by two lengths and 7.5 sec.

That was nothing compared to the surprise Vesper pulled in the finals. California was now the heavy favorite: the high-stroking Bears had rattled off seven straight victories. At the starting gun, Cal spurted into the lead, stroking at a phenomenal 44. Harvard was second, Yale third—and Vesper was left at the line. But then Harvard sliced out in front of Cal, and Vesper began to move up. At the 800-meter mark, with 1,200 meters to go, the Philadelphians drew even with Harvard, edged ahead—and never looked back. Eight tulip-shaped oars swinging as one, they took the stroke up to 40 at the end, swept to a one-length victory in 6 min. 1.3 sec.—fastest time of the entire Olympic trials.

GOLF

"A Humbling Game"

Short of sending him out blindfolded on a moonless night with a black-painted ball, there doesn't seem to be much that anybody can do to stop Tony Lema from winning golf tournaments. Last week they tried the next best thing: they sicked St. Andrews onto him—and all Tony did was to win the British Open, for his fourth victory in the last six weeks.

St. Andrews purports to be the "birthplace of modern golf," but that is open to debate. (Some historians claim that the Dutch invented the game, not the Scotch.) It also purports to be the toughest championship course in the world—and about that, there is no debate at all. The fishhook-shaped Old Course at the Royal and Ancient Golf Club is only 6,926 yds. long—practically puny by American standards. But



LEMA AT ST. ANDREWS

Gorse, heather, sand, and polo fi-

it is an un-American course. There are stone walls to play over, tiered grass the size of polo fields, and acres of prickly gorse, heather and Nicknames are enough for the hardy. "The Twin Fangs of the Lady of L." "The Valley of Sin." "Hell Bunker." For a topper, there is the weather word "links," after all, originate in Scotland. It means "golf course by the sea," and in the case of St. Andrews that means the North Sea.

Slick as ice. If Tony Lema had served on convoy duty in World War II, he might have known what to expect. At 30, he was far too young; what's more, he had never even seen Old Course before. Neither had Nicklaus, 24, whose \$24,000 victory the week before in the Whiteman Open put him back on top of professional money-winning list (with \$81,100). Lema demonstrated that he was once again at the peak of his game—and persuaded British bookies to install him as the favorite, at 7 to 2. The odds on Lema: 7 to 1.

On the first day, a cruel wind whipped across the open fairways at 60 mph. "I couldn't keep my footing," complained Nicklaus, who at 205 lbs. is one of golf's best-anchored pros. Three-putted six greens, settled for a 73. Lema, who weighs in at 180 lbs., shot one-over-par 73, two strokes off the pace set by Ireland's Christy O'Connor and France's Jean Garraide, and announced himself satisfied. "There's nothing comparable to putting in the wind," he said. "Let me tell you something about golf—it's a humbling game."

The nicest thing anybody could say about the second day was that the wind was only 45 m.p.h. But somewhere along the way, Lema lost his humility. Normally one of the best wedge pla-



VESPER'S OLYMPIC CREW

A lawyer, a refugee, and a father of six.

in the game, he changed his tactics, switched to a No. 7 iron, and ran the ball up to the pin. At the turn, Lema was one under par, and he picked up another two strokes on the 312-yd. twelfth hole—driving the green from the tee, sinking a 30-ft. putt for an eagle 2. "They've got to come and catch me now," said Tony, whose 68 gave him a two-stroke lead.

Safe from Sin. Only Nicklaus came close. Nine strokes back of Lema on the third day's start, he birdied four out of the first nine holes, went on to tie the St. Andrews course record with a sizzling six-under-par 66—and finished out his day with a final-round 68. But it was too late. Lema shot a morning-round 68, finally stepped up on the last tee needing only a triple-bogey seven to win. Playing it safe, he dumped his drive short of "The Valley of Sin," a gully just in front of the 18th green. Trying to line up his approach, Lema was surrounded by 10,000 swarming Scottish fans. Bobbies struggled to force the crowd back, and Lema waited patiently. Then he picked up his trusty No. 7 iron, swung gently and dropped the ball perfectly on the green, 18 in. from the pin. A tap, a plunk, and Tony had his birdie for a 72-hole total of 279—just three strokes off the British Open record—and a five-stroke victory.

The \$4,200 paycheck was nothing to write home about, but just thinking about all those side benefits made Tony's throat dry. "I may be the third leading money winner," he sighed, ordering champagne for everybody in the press tent, "but I'm the first leading money spender."

SCOREBOARD

Who Won

► Brazil's Maria Bueno, 24: the women's All-England tennis championship, beating Australia's defending champion, Margaret Smith, in three sets, 6-4, 7-9, 6-3; at Wimbledon. Recovered at last from the hepatitis that kept her out of action for six months. School-teacher Bueno relied mostly on flat, efficient ground strokes to score her second major victory over the 21-year-old Aussie in less than a year (the other: the U.S. nationals at Forest Hills last summer). Said the weary winner: "Everybody said it would be difficult to come back—and they were right."

► Houston's A. J. Foyt, 29: the Fire-cracker 400 stock-car race, averaging 151.4 m.p.h. in a 1964 Dodge to edge North Carolina's Bobby Isaac by less than the length of a car hood; at Daytona Beach, Fla. The U.S. Auto Club racing champion, winner of the 1964 Indianapolis 500, Foyt once again demonstrated his amazing versatility; alternating between sports cars, stock cars, sprint cars and big Offenhauser-powered Indy roadsters. Foyt has failed to win only two of the races he has entered this year.



The Itek Platemaster can have this 120 page report ready for duplicating in less than an hour.

That leaves about seven hours for the same Itek Platemaster® to prepare 200 form letters, seven 30 page marketing plans, 30 memos, a 50 page security analysis, 150 office forms and a 200 page proposal . . . all in a day's work. The Itek Platemaster makes high quality offset printing plates of whatever you want to reproduce 8 times faster than any previously developed method. Yet at one half the cost. And all at the touch of a button. To arrange a demonstration and for further information, call our local office or 716 CH 4-5600, Rochester, New York. Itek Business Products.

Itek Platemaster is a trademark of Itek Corporation. Itek is a registered trademark of Itek Corporation.

Itek Corporation—An American Leader in Advanced Systems of Photo-Optics for Information Processing—Lexington Laboratories—Government Systems—Vidya—Itek Business Products

Itek

U.S. BUSINESS

BANKING

Money Makes Money

Banks are usually good mirrors of prosperity, but the \$312 billion U.S. banking industry is sharing in the current economic advance to a degree that surprises even it. Bankers, in fact, are making more money than ever before. Last week all-time high first-half earnings were reported by several banks, including the two largest ones, San Francisco's Bank of America and New York's Chase Manhattan. Despite their rising operating costs and the higher interest payments they are forced to pay to remain competitive, the nation's major banks earned 9% more in 1964's first half than in the first half of 1963.

Many Happy Returns. The prime reason for the rise is that U.S. businessmen and consumers are clamoring to borrow more. Outstanding loans of U.S. commercial banks jumped from \$150 billion to \$157 billion in this year's first five months, and they are still climbing sharply. Much of the gain came in the kind of loans that bankers like most of all—consumer installment loans, which give them interest yields of 12% or more. The banks' consumer installment credit has increased by 13% in the past year, to \$22 billion. At the same time, the amount of real estate loans, which yield more than 5%, has risen from \$34 billion to \$39 billion.

The bankers have also been earning more from the \$59 billion that they have tied up in Government securities. Thanks to Washington's policies of firming up interest rates to prevent investment capital from flowing to foreign countries, the yields on U.S. securities have risen about 1/2 of 1% in the

past year—to 3 1/2% for short-term Treasury bills, and to 4% or more for longer-term issues. To further increase their income, the bankers have been switching increasingly from Government securities to municipal bonds, which are tax-exempt. In the past year, they have boosted such investments by 23% to nearly \$23 billion.

More Powers. Prudence is a way of life for the bankers, and they would be the last to claim that their fortunes can continue to rise indefinitely. Some bankers complain that interest payments on deposits are too generous and inflexible, while others, including Federal Reserve Chairman William McChesney Martin, worry that the bankers have taken on too many chancy construction loans. On the other hand, the fact that the bankers have lent out so much reduces the prospect of economic excess. Because the banks have only a small supply of liquid funds, the Federal Reserve now has greater power to tighten up on credit should strong signs of inflation appear.

STOCK MARKETS

Career Cop

The Securities and Exchange Commission, top cop of the U.S. stock markets, was led into its most active role in many years by its current chairman, William I. Cary. Ever since Cary made known his desire to return to his Columbia law professorship by this fall,

* A few overextended banks have failed lately. Last week the Federal Deposit Insurance Corp. announced the collapse of the First State Bank of Dell City, Texas. Reason: an excess of bad loans. It was the third small bank failure for that reason this year.



SEC'S COHEN

Watching out for soft stuff.

Washington and Wall Street have wondered whether Lyndon Johnson would brake the SEC by picking a less aggressive chairman. Last week, making clear that the SEC will continue on its energetic course, the President selected a chairman who is at least as vigorous as Cary: SEC Careerist Manuel Frederick Cohen, 51. "There is no chance of any soft stuff taking place," said Manny Cohen. "The program we have started will be continued."

The program, shaped in no small part by Cohen, calls for closer SEC regulation of the securities markets, perhaps leading to lower brokerage commissions among other changes. It stems largely from the SEC's massive 1963 stock market study (which, coincidentally, was led by Chicago Lawyer Milton Cohen, no kin to the new chairman). Cary made a strong pitch to Lyndon Johnson to pick Cohen, who was already a member of the five-man commission, as the new chairman, and Cohen was not hurt by his close friendship with White House Special Counsel Myer Feldman. Johnson was also under pressure to pick a careerist to soften criticism of his recent appointment of conservative Republican Hamer Budge, a former Congressman from Idaho with little experience in the securities markets, as an SEC commissioner. To fill the vacancy created by Cohen's promotion, Johnson last week chose a Los Angeles lawyer, Francis M. Wheat, 43, a Democrat.

Brooklyn-born Cohen is a Russian immigrant's son who worked his way to a degree at Brooklyn Law School ('36) and joined the commission in 1942. Rising to head its division of corporate finance, he became known as a savvy administrator whose devotion to the job did not stop him from being well liked by the people he was regulating. Last week New York Stock Exchange President Keith Funston called Cohen "dedicated and realistic."



BANKING AT NEW YORK'S FIRST NATIONAL CITY
Heading the clamor to borrow.

ADVERTISING

Mating on Madison Avenue

Spooning ice cream as she sailed, Actress Carol Channing relaxed one day last week in the middle of the Hudson River, ensconced aboard a 38-ft. yacht named *Dolly* after the Broadway show in which she stars. An idle summer day's cruise? Not at all. Cameras whirled from a nearby boat, making sure to catch the brand of the yacht (Bertram) and of the ice cream (Dolly Madison) as well as Miss Channing's wide-eyed face. Carol Channing was hard at work on a device that is becoming one of the most popular in the advertising world: the tie-in ad, a mating of two or more products in a single display. Used last year by more than 400 companies, tie-ins have brought together such disparate products as RCA Victor and Schenley whiskeys, Hathaway shirts and Air India, Remington Arms shotguns and Stetson hats. United Air Lines is so eager to tie that it is setting up a special budget for the purpose, will listen to any proposals short of liquor and lingerie.

Tact & Patience. Tie-ins started on a small scale years ago as modest ads matching two products with an obvious affinity, but they have now bloomed into big ad and promotion campaigns that bring together as many as a dozen sponsors. Small companies are excited by the bigger, splashier space they can buy by pooling their ad money with other small firms, also like the occasional opportunity to be paired with a famous brand name. Tie-in promotional material is usually given more and better space in stores and show windows, is liked even by large corporations that can easily afford solo advertising. United's men-only Caravelle flights got additional thrust from Caravelle suits by Hart, Schaffner & Marx and Caravelle golf carts by a Chicago manufacturer. Ford's Mustang was introduced with ties to everything from toy cars to Mustang sunglasses by Renault.

Knitting together a tie-in demands a lot of tact and patience, and few ad agencies care to go to all that trouble. As a result, the field has been taken over by specialists. The biggest and busiest is Manhattan's Leonard Fellman, 47, whose 17-man agency serves 20 companies on a regular basis (including Du Pont, BOAC, National Car Rental and Holiday Inns) and does work for 300 other companies a year. Most of the ads are placed in magazines and newspapers, but this week Fellman is starting a TV department as well.

Persuasion Trouble. Fellman considers himself a kind of marriage broker. "You have to be a diplomat, banker, mother and pacifist," he says. He has paired Aldon nylon carpets with a Chrysler Corp. M-60 tank (to demonstrate durability), Eastern 727 Whisper-jets and Du Pont fabrics, Muriel cigars and mink coats—and Carol Channing and her boat and bounty. Fellman insists that finding a theme to carry a tie-



Have you tried the new Daiquiri Collins?

YOU CAN make this great new thirst quencher in 30 seconds flat. All you need: Frozen Fresh Daiquiri Mix and dry, light Puerto Rican rum.

Daiquiri Mix saves you the time. Look for it in food or liquor stores.

Very important: Always insist on Puerto Rican rums—they're *extra dry*.

Recipe for the Daiquiri Collins: Fill a tall glass with ice. Add 1 oz. Daiquiri Mix, 2 ozs. Puerto Rican rum and a little water or club soda. Stir.

Free recipe booklet with 31 delightful rum drinks. Write: Rum Booklet, Dept. T-2, 666 Fifth Ave., New York, N.Y. 10019.

Daiquiri Mix is distributed by Wilbur-Ellis Co., Inc., New York and Los Angeles.

This advertisement is neither an offer to sell nor a solicitation of offers to buy any of these securities. It is merely a means of providing information.

NEW ISSUE

July 9, 1964

\$50,000,000

J. C. Penney Credit Corporation

4½% Debentures due July 1, 1984

Price 99.125% and accrued interest

Copies of the Prospectus may be obtained from any of the several underwriters, including the writer, upon request. Underwriters are not responsible for the accuracy of the information contained in this advertisement, and the writer of the Prospectus may be determined.

The First Boston Corporation

Kuhn, Loeb & Co.	Blyth & Co., Inc.	Eastman Dillon, Union Securities & Co.
Gilbre, Forgan & Co.	Goldman, Sachs & Co.	Harriman Ripley & Co.
Kidder, Peabody & Co.	Lazard Frères & Co.	Lehman Brothers
Merrill Lynch, Pierce, Fenner & Smith		Smith, Barney & Co.
Stone & Webster Securities Corporation	White, Weld & Co.	Dean Witter & Co.

Long Shot... or Sure Thing?

If you're talking about Wall Street — about investing in common stocks to make money — neither label applies.

You can make money in the market, yes. And you can lose it, too.

Stock prices go up. Stock prices go down. So there is a risk in investing — the risk that you might be forced to sell your stock at some future date for less than you paid for it.

But according to the most comprehensive study on investing in stocks that we've ever seen, that risk certainly seems to be worth taking.

The study is called *"Rates of Return on Investments in Common Stocks"* and traced an assumed investment of an equal dollar amount in each of all of the 1700 common stocks listed on the New York Stock Exchange from 1926 to 1960, and it showed for 22 different time periods — through war and peace, boom and bust — just what average rates of return would have been realized in each period for such an investment.

In 18 of those 22 time periods money would have been made at rates ranging from 2% to more than 20% compounded annually after payment of all taxes and commissions.

As the professors who made the study observe, "It will perhaps be surprising to many that the rates have consistently been so high." Want to see for yourself?

Just fill out this coupon and mail it back to your nearest Merrill Lynch office.

Please send me "Rates of Return."

Name _____

Address _____

City & State _____



MEMBERS IN NY STOCK EXCHANGE AND OTHER
PRINCIPAL STOCK AND COMMODITY EXCHANGES

**MERRILL LYNCH,
PIERCE,
FENNER & SMITH INC.**
70 PINE STREET, NEW YORK 6, NEW YORK
48 WALL STREET, NEW YORK 6, NEW YORK

in is only part of his problem. The real trouble comes in persuading a brace of sponsors to accept an idea, and figuring out how much each should pay for sharing in it. In the Remington-Stetson marriage, for example, two-thirds of the \$12,000 campaign was billed to Stetson, which is getting twice as much touting in the tie.

COMMODITIES

The Last Boll

The U.S. Government's cotton policy is a crazy quilt that would put even Rumpelstiltskin in stitches—and it costs the U.S. taxpayer \$500 million a year. Congress has piled subsidy on top of subsidy, seems to think up a new price prop every year.

First the Government fixed the price of domestic cotton at 32½¢ a lb., which is 8½¢ above the present world market price. Then it has been paying an 8½¢ subsidy to exporters so that they can sell U.S. cotton competitively at the world price. But U.S. textile manufacturers have been complaining that foreign textile makers can thus buy U.S. cotton cheaper than they can—and the Government has now devised still another subsidy to meet their complaints. Beginning Aug. 1, it will drop the farmers' support price 2½¢ to 30¢, automatically lowering the subsidy to exporters by 2½¢. At the same time it will grant U.S. manufacturers a new subsidy of 6½¢ a lb. so that they will be able to buy U.S. cotton at the cheaper world price. The effect will be to create three different payouts so that sellers of cotton will get 30¢ a lb. but buyers will only have to pay the prevailing world rate, which currently fluctuates between 23½¢ and 24½¢.

The new system last week proved to be the last boll for the 93-year-old New Orleans Cotton Exchange, which closed its doors to trading. Because the price of cotton has been so firmly fixed, big dealers no longer have to go to the exchange to buy futures contracts to hedge against possible fluctuations. Futures trading on the New Orleans exchange dropped from 12 million bales a decade ago to only 18,000 last year. The exchange did not take its closing easily, planted full-page ads in many newspapers to alter the situation. After suggesting that Secretary of Agriculture Orville Freeman is either "unknowledgeable" or "a demagogue," the ad charged that his subsidies were creating a "unique substitute for the free enterprise system."

That left only one remaining cotton futures exchange—the New York exchange, whose business has dwindled from 33 million bales in 1953 to 928,000 in 1963. Its leaders are negotiating with the Agriculture Department in hopes of finding a way to survive, but prospects are dim. The subsidy system has achieved stability for the nation's No. 1 fiber, but the cost in money and market freedom is high.



YOUNG MARRIEDS FURNITURE-SHOPPING
TV and babies do their part.

MERCHANDISING

Fine Time for Furniture

In economists' terms, furniture has traditionally been a "postponable purchase"—people often put off buying a new chair, couch or bedroom set until the old one broke down, seldom bought on impulse. Lately, there has been a shift of sorts: Americans are inclined to trade in their old furniture somewhat sooner, buy more and more new furniture than in years past. Last week, at their annual summer show in High Point, N.C., the seat of the industry, the nation's furniture manufacturers puffed up their earlier predictions for 1964. On the basis of a notably strong first half, they now expect their sales to rise at least 10% above last year's \$5.2 billion.

In a cluttered industry of some 5,000 manufacturers scattered through the U.S., the four largest companies are the most comfortable of all. The big four—Kroehler, Bassett, Drexel and Thomasville—have made sales gains so far this year of 13% to 20%. Says Drexel Executive Vice President David J. Brunn: "You always dream of the day when your line will be hot and the economic climate will be good—both at the same time. That's what's happening to us this year."

Changes In Quality. The general health of the economy has given people both the urge to buy and the money to do it with. Meanwhile, the tax cut has enabled them to pay off their old installment debts and take on new ones. The furniture business has been bolstered not only by changes in the quantity of U.S. personal income but also by changes in the quality of U.S. living. One major factor is that the U.S. is a nation of increasing mobility: this year 9,500,000 American families will move to different homes, and most of them



The Peso is local currency in Mexico.

So is this.



A night out in Mexico City, or a tour of Manhattan — you can pay for both with Bank of America Travelers Cheques. Good as cash the world over, they're money only you can spend. If you lose them, your money's refunded — because they come with a money-back guarantee. Buy them at your bank — **BANK OF AMERICA TRAVELERS CHEQUES.**

BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION MEMBER FEDERAL RESERVE INSURANCE CORPORATION

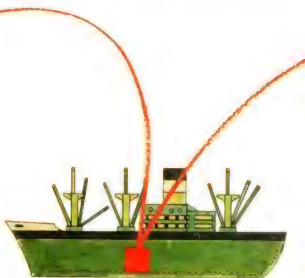
USS Special Report: If you ship goods,



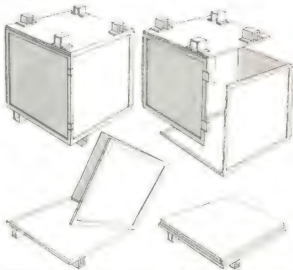
Thousands of years ago, man hit on the idea that it was a lot easier to move goods in a box than to juggle them singly. Today, the concept is called "containerization". Specifically, containerization is a system of moving goods in sealed, re-useable freight containers too large for manual handling and which don't have wheels permanently attached. Advantages: far less cargo damage and pilferage, lower packaging costs, minimized handling, and lower shipping rates. Now a U. S. Steel freight container design study introduces a new world of innovation to containerization.

The study covers a full range of pallet, cargo, and van-type freight containers fabricated from a family of USS steels. The unique designs are interchangeable between trucks, trains, ships, and cargo planes. They fit within standards of size that could become world-wide. Because they're designed in special-purpose steels they are strong, durable, easily maintained, and able to stand up to the knocks and vibrations of mechanized handling and carrying.

U. S. Steel doesn't make containers, but we have a number of customers who do; however, we do suggest innovations in the use of steel for utmost efficiency and economy. USS freight container experts have demonstrated scale models of the container designs and offer these design ideas free of



charge to shippers, rail, truck and marine companies, and container fabricators. More than 15,000 shipping-minded people have seen the U. S. Steel "road show" presentation to date. Here are examples of some of our container ideas:



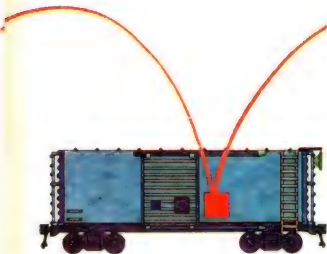
This container, called a hinged pallet container, can be assembled into a covered container for packaged cargo or loose parts, or into two standard pallets. This feature adds to versatility and subsequent increased utility of this type of container.

This weather-tight cargo container can carry package, bulk, or liquid commodities. For refrigerated



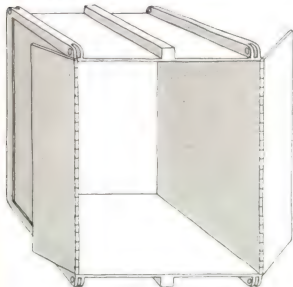
This mark tells you a product is made of modern, dependable Steel.

join U.S. Steel's freight "movement"

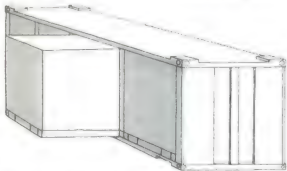


cargo, the double-wall steel panels can be filled with plastic foamed insulation. Because of its versatility, it offers maximum in-service use, minimum empty movement.

A completely containerized highway trailer type van system can carry all types of cargo via rail, truck or ship. This van container could also hold four cargo containers as illustrated. Loading and unloading can be done with maximum speed through doors on both sides and one end; the design especially minimizes handling on split shipments.



For more information on these and many other designs—and on the special-duty USS steels recommended for their construction...write on your



company letterhead to United States Steel, Room 7322, 525 William Penn Place, Pittsburgh, Pennsylvania 15230.

U. S. Steel has been introducing an average of two new or improved products each month and regularly suggests innovations in the use of all steel products. If you suspect you could benefit by this brand of thinking, do business with U.S. Steel...where the big idea is innovation.



United States Steel



*...it's always
a pleasure!*



Enjoy I.W. Harper. The Prized Kentucky Bourbon...prized
for quality...prized for flavor, since 1872. In mellow Gold
Medal or famed Bottled in Bond...*it's always a pleasure!*

I. W. HARPER
THE GOLD MEDAL KENTUCKY BOURBON

80 PROOF AND 100 PROOF BOTTLED IN BOND • BOTH KENTUCKY STRAIGHT BOURBON WHISKY • ©I. W. HARPER DISTILLING CO., LOUISVILLE, KENTUCKY

will discard at least some of their old furniture, buy pieces better suited to their new surroundings.

Homes are becoming bigger, too—nowadays, not many new houses have fewer than three bedrooms—and more rooms naturally require more furniture. The trend toward homes with patios and apartments with terraces has expanded the demand for outdoor furniture, and overall business has been helped even by the popularity of television. Says Chicago Retailer Milton Fish: "TV is keeping people at home more, and making them much more conscious of their furniture."

Scrubbing the Borax. In the area of style changes, the furniture manufacturers are taking a lesson from the automakers: the American family spends an average of \$100 a year on furniture v. \$800 on cars and accessories. Now the furniture men have begun to shift styles more rapidly than usual to appeal to a nation of rising tastes. "Today's American furniture buyer is interested in three things," says Hampton Powell, president of Lane Co., a major manufacturer. "He puts style above all else, with quality second and price third."

Current styles are generally more ele-

gant—and more expensive. The boxy, bulky, tacky styles which salesmen dub "Borax" and jokingly claim to sell by the pound—do not sell very well any more. Also declining in popularity are the starkly modern styles, known in the trade as "sterile" or "baby-scaring." But important market gains have been made by French-Italian Provincial and by the Spanish or Mediterranean style, which is characterized by dark woods, wrought irons, gentle carvings and some open spaces. Furniture men believe that tomorrow's hot style will probably be vaguely oriental, "a hint of the Far East."

While middle-aged householders are replacing their furniture with costlier pieces, there is a continuing surge in the number of younger, first-time buyers, who do not want their neighbors to see hand-me-downs and are potential customers for whole households of furniture. Manufacturers look with delight upon market researchers' predictions that the number of marriages will increase from 1,600,000 last year to 1,900,000 next year. All those new families will benefit the industry in general, and one segment of it in particular: the manufacturers of baby furniture.



PAN AM'S NEW PRESIDENT GRAY
Now is the time to move.

AVIATION

Change of Pilots

The pioneers who span commercial aviation from jenny to jet are giving way to a new generation of executives. In the last year, the presidents of three major U.S. airlines have stepped either up or out to make way for new men. United's Pat Patterson moved up to chairman, and so did American's C. R. Smith; Malcolm MacIntyre left Eastern. Last week one of the greatest pioneers of them all relinquished some of the controls—although, like Smith and Patterson, he retained the post of chief executive. Just turned 65, Juan Terry Trippe gave up the presidency of Pan American, a seat he has held zestily since he founded the airline in 1927. Moving up to the new post of chairman, Trippe picked Executive Vice President Harold E. Gray, 58, to succeed him as president and chief operating officer.

Scarcely five years out of Yale ('22) when he started his airline, Trippe nursed it with force and farsightedness. Pan Am began as a handful of flying boats shuttling 110 miles between Key West and Cuba; its 73,000 miles of routes now connect 85 nations, and last year's earnings of \$33.6 million on \$561 million in revenues were the most ever made by any airline. Gray has been in on practically all of this growth. A member of the first group of pilots hired by Pan Am in 1929, he was the first commercial flyer to cross the Atlantic, logged 15,000 hours before he settled behind a desk in 1944.

Like Gray, the other new presidents—United's George E. Keck, 52, Eastern's Floyd Hall, 48, and American's Marion Sadler, 53—are all operations men. So mammoth and complex has the aviation industry become that it now takes one boss just to schedule and maintain the jets and another to finance their \$6,000,000 price tags and worry about the future. The time is ripe for moving in new men; recovering from the red ink that plagued them after jets were introduced, the industry last year racked up record profits of \$84 million.

HOW THE '64 AUTOS FARED

THE 1964 auto year went so fast and furiously that it is hard to believe it is nearly over. Last week General Motors Cadillac Division became the first auto-industry name plate to stop production of the '64s and begin preparations for the 1965 models. In the next few weeks, Detroit's other automakers will also close out 1964 production, ending much earlier than usual to prepare for the most complete retooling in many years. As the switchover for the restyled '65s began, the auto industry's

report of a record-breaking 4,014,933 auto sales through June, 6% more than in 1963, indicates that Detroit almost surely will have the first 8,000,000-car year in its history. Henry Ford felt so good about the industry's future that he announced last week that Ford will spend more than \$90 million to build a new auto plant, its largest in the U.S., south of Detroit. What automakers have fared best in the 1964 auto boom and what name plates have increased their share of the market? The breakdown:

	1964 Jan.- June 30	Percent of Market	1963 Jan.- June 30	Percent of Market
GENERAL MOTORS	2,200,595	54.8	2,065,599	54.7
Chevrolet	799,496	19.8	837,313	22.2
Chevelle	177,569	4.4	introduced in fall 1963	
Chevy II	104,501	2.6	195,462	5.2
Corvair	101,567	2.5	134,124	3.6
Pontiac	251,839	6.3	248,299	6.6
Tempest	137,487	3.4	70,597	1.9
Oldsmobile	183,325	4.6	161,961	4.6
F-85	99,872	2.5	65,450	1.7
Buick	157,244	3.9	162,859	4.3
Special	103,647	2.6	84,156	2.2
Cadillac	89,368	2.2	85,392	2.3
FORD MOTOR CO.	1,046,775	26.1	979,445	25.9
Ford	451,851	11.3	445,181	11.8
Falcor	161,545	4.0	173,426	4.6
Fairlane	141,737	3.5	170,673	4.5
Thunderbird	47,426	1.2	28,338	0.8
Mustang	68,224	1.7	introduced in spring 1964	
Mercury	58,198	1.5	57,082	1.5
Comet	101,414	2.5	64,966	1.7
Lincoln	15,893	0.4	13,086	0.3
CHRYSLER CORP.	552,000	13.0	469,717	12.4
Plymouth	139,010	3.4	129,610	3.4
Valiant	102,135	2.5	93,084	2.5
Dodge (includes B80)	138,236	3.4	107,416	2.8
Dart	98,309	2.5	78,305	2.1
Chrysler	66,195	1.7	55,581	1.5
Imperial	10,145	0.3	5,721	0.2
AMERICAN MOTORS	195,799	4.9	225,348	6.0
STUDEBAKER CORP.	17,682	0.4	35,639	0.9

WORLD BUSINESS

JAPAN

The New No. 3 in Steel

Even in the age of the atom, steel is still the vital measure of industrial might. The Soviet Union has made it national policy to catch up with U.S. steel production, the world's largest, and the other large steel producing nations never cease jockeying for advantage. Since World War II, no nation has reached for big steel status with more success than Japan, whose industry is among the world's most advanced and whose exports have raised the ire of competitors in both the U.S. and Eu-

tial, thus enabling it to progress from a complete halt in production on V-J day to an output of 6,000,000 tons by 1951, when the peace treaty was signed. At the same time, the old government monopoly, Japan Steel & Iron Co., was broken up into Yawata Iron & Steel Co. and Fuji Iron & Steel Co., currently Japan's two largest producers. Encouraged by the authorities, competition flourished; today Japan has 62 steel-makers. But 55% of production is still accounted for by the nation's big four, who are rounded out by Nihon Kokan and Kawasaki Steel.

The man who took the lead in advo-

raw materials, she built her big steel plants right on the water's edge. Now nearly all major steelmaking countries have to import substantial raw materials also, and Japan's seaside plants represent big savings in transportation charges, enabling steelmen to unload raw materials from giant-volume super-tankers. The Japanese have also perfected their research and development, have improved efficiency and fuel use so much that the amount of coking coal used to produce one ton of pig iron has been cut 39% in ten years.

Long-Range Goal. Finished steel products are Japan's biggest export (\$759 million in 1963) and nicely balance the outlay the Japanese must make to import raw materials; all exports of steel goods thus contribute directly to Japan's trade balance. Japanese steelmakers have been accused of dumping in the U.S. and of planning a cartel with Europe's steelmen, and there is no doubt that they are aggressive and wily exporters. But they insist that their long-range goal is not more exports but increased domestic consumption. Says Fuji's Nagano: "The primary object of this industry is to provide the steel needed for Japan's growing economy." Japan's per capita steel production is only 550 lbs. annually, about half of European and U.S. consumption. Nagano reasons that Japan could comfortably produce nearly twice as much steel for domestic consumption alone.



FUJI'S SHAPING MILL AT HIROHATA
Dwarfing the most optimistic projections.



NAGANO

rope. Now Japan has taken over from West Germany as the world's third largest producer, having turned out 34 million tons of high quality steel in the fiscal year that ended in March v. 33 million tons for the Germans.

From southern Kyushu to northern Honshu, the classic brush-painting coastline of Japan has been transformed into dynamic montages of modern wealth. Fire and smoke belch forth from towering blast furnaces that gobble up a steady stream of coal, iron ore and limestone from huge supertankers. The Japanese take second place to no one as owners of the most modern steelmaking equipment, have 14 ore-toting plants operating at nearly 95% of capacity and another four being built. Japan ranks second to the U.S. in up-to-date strip-mill capacity and produces 38% of its steel by the speedy, economical oxygen process, while only 10% of U.S. steel is made that way.

Unexpected Boom. The American occupation triggered the modernization of Japan's steelmaking. Occupation planners declared the steel industry essen-

tial, thus enabling it to progress from a complete halt in production on V-J day to an output of 6,000,000 tons by 1951, when the peace treaty was signed. At the same time, the old government monopoly, Japan Steel & Iron Co., was broken up into Yawata Iron & Steel Co. and Fuji Iron & Steel Co., currently Japan's two largest producers. Encouraged by the authorities, competition flourished; today Japan has 62 steel-makers. But 55% of production is still accounted for by the nation's big four, who are rounded out by Nihon Kokan and Kawasaki Steel.

Japan's biggest advantage has always been cheap labor, and productivity has risen so much faster than wages that the advantage has actually been increased. Since Japan had to import most of her

WESTERN EUROPE

A Better Solace

Western Europe's economic boom shows few signs of letting up, but that has not prevented many European economists from worrying about where it all will end. The economists who work for the prestigious Twentieth Century Fund do not seem to share those worries. In a report issued last week, they predicted that Europe's unprecedented prosperity will continue to increase at least until 1975.

Population in the 18 Western European countries, says the study, will increase from 313 million in 1962 to more than 340 million in 1975, outnumbering the U.S. or Russia. Total Western European output is expected to rise 90% to \$600 billion, and productivity per worker in the projected 147 million-man work force will jump 70%. Unemployment, which was a bare 3,000,000 in 1962 and is even less now, is expected to drop to 2,000,000 by 1975.

The fund also forecasts that Western Europeans will own 60 million to 70 million cars by 1975, triple the number in 1960. Spending for household appliances and furniture will more than double, and outlays for clothing and fuel will rise by nearly 70%. As a sort of footnote, the fund also predicted that,

while Europe will acquire more expensive tastes in liquor—indeed, the Continent is now busy switching to Scotch—excessive drinking will decrease. It seems that there will be so much to do, buy and see in the Europe of 1975 that there will be less time for liquor, "formerly one of the few solaces."

EGYPT

Progress on the Nile

Egypt's pharaohs performed astounding feats of engineering and resourcefulness in constructing the country's ancient monuments, but only ten years ago the modern Egyptian economy did not even produce pins. The situation has improved; Egypt's industrial production has increased 42.6% in the past three years. Last week the improvement was highlighted by the opening of the first industrial fair in Egypt's history. On an island in the Nile, smack in the middle of Cairo, 800 Egyptian firms spread their wares over a 120-acre site behind an entrance framed by a huge arabesque arch.

Egypt is rich in raw materials and relies heavily on them for export; one result is that prime places at the fair were given to models of mines and oil rigs, and to Egypt's fine cottons. But the surprise was the amount of consumer goods at the fair—55% of the total. They included many brand-name products, and ranged from TV sets and pharmaceuticals to autos assembled in Egypt and turquoise jewelry from mines that were worked before Christ but only rediscovered last year. The Egyptians have developed a strong plastics industry to make everything from spoons to shoes; among the successes of the fair were 25¢ plastic sunglasses that may soon be flooding the Continent.

With such goods, the United Arab Republic has built an export business



MELBOURNE SHOPPERS IN THE MYER EMPORIUM
Aiming at the middle.

that this year will total \$500 million—but that is not enough. Egypt is still forced to import so many necessities that it runs a perennial trade deficit. To help wipe it out, the Egyptians are selling hard to nations as distant as Norway and the Philippines, shipping tires to Czechoslovakia and China, and working successfully to overcome earlier complaints of inferior quality. The Egyptians look with great expectations to the emerging African market, which they hope will be a major outlet for Egyptian goods. It is no coincidence that the industrial fair coincides with a Cairo summit meeting this week of 34 African heads of state and their cabinet ministers. Any one of them who manages to get out of Cairo without visiting that trade fair will have to be a slippery fellow indeed.

AUSTRALIA

Down-Under Macy's

The Macy's of Australia is a seven-story sandstone department store that sprawls over two blocks in the heart of Melbourne. The Myer Emporium is Australia's top store, the world's sixth largest, and the major link in the biggest retailing chain below the equator. More than 1,250,000 customers a week pour through its doors and onto its 54 elevators and 32 escalators, and thousands more shop at its 27 branches, which are placed in every state except Western Australia. Myer's has no equivalent of Gimbels to keep it on its toes, but it does not seem to have suffered from that vacuum. Last week Myer's, whose 1963 sales were nearly \$300 million, announced plans to build a \$20 million, 51-acre American-style shopping center in the Melbourne suburbs.

Outraged Competitors. Myer's has 50-odd subsidiaries, including car parks, garages, furniture and woolen mills and shopping centers, but it has grown and prospered because of its over-the-counter rapport with the Australian shopper. Most of its 19,500 employees attend training school, learn to address customers by name when possible instead

of by the formal "sir" or "madam." Myer's departments compete with each other to bring the customers bargains, and its basement frequently carries the same merchandise as upstairs at lower prices. When merchandise does not move on a strict timetable, Myer's either knocks the price down or clears the goods from its counters.

Australian retailing was still in the Middle Ages when such practices were first introduced to Aussie shoppers by Sidney Myer, a penniless Russian Jew who emigrated to Australia in 1905 and began to hawk merchandise from his back, not far from Melbourne. He moved up to a pushcart, then to a rented store, and by 1911 had amassed enough money to buy a small general store in Melbourne—right on the present site of Myer's. He quickly became the city's most successful businessman, outraging competitors by such novel practices as introducing "price leaders" to attract customers, ordering his salesgirls to don hats and crowd around neglected bargain counters. Before he died in 1934, he had begun establishing branch stores in other Australian cities and had foresightedly picked his successor: Myer's current boss, Arnot ("Harry") Tolley, 68.

Steady Steering. A quiet, gentle executive, Tolley sees himself as "a man with an oil can whose job is to keep all parts of the machine running smoothly." He has done just that, shrewdly acquiring other companies, setting up buying companies in four foreign countries and agents in four others, and steadily expanding Myer's network. He has ignored chances to open specialty stores, steadily steering Myer's toward the volume market. "There's no future in catering to a so-called elite," Tolley says. "Aim at the broad middle section of the population and you automatically get both the top and bottom sections." Myer's not only has been good for the Australian shopper but for Australian industry as well: Tolley sees to it that of the thousands and thousands of items carried in Myer's stores, fully 90% are made in Australia.



TRADE FAIR EXHIBITS IN CAIRO
Looking to a continent.

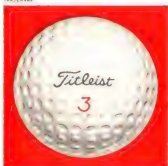
TITLEIST

overwhelming
favorite
of players
in the
U S OPEN

12

STRAIGHT YEARS

IN 1964
53 played TITLEIST
22 played nearest competitor
This record is no accident.
**PLAY THE BALL THE
BEST PLAYERS CHOOSE**



and remember
**NO ONE IS PAID
TO PLAY TITLEIST!**

ACUSHNET GOLF BALLS

Sold Thru Golf Course Pro Shops Only

MILESTONES

Born. To María del Carmen Franco y Polo, 37, only child of Spain's Generalissimo Franco; and Cristóbal Martínez Bordiu Ortega y Bascarán, 41, Marqués de Villaverde: their seventh child, fifth daughter: in Madrid.

Married. Romaine Dahlgren Pierce, 40, Manhattan model, ex-wife of the Marquess of Milford Haven; and James Busch Orthwein, 40, St. Louis adman, great-grandson of the original Gussie (Budweiser) Busch; she for the third time, he for the second: in Manhattan.

Married. Marshall Field Jr., 48, publisher of Chicago's morning Sun-Times and evening Daily News; and Julia Lynne Templeton, 23, onetime Sun-Times public relations girl; he for the third time: in Manhattan.

Died. Jon Corbino, 59, U.S. painter, a Sicilian-born romantic realist who specialized in turbulent canvases of full-blown nudes and writhing horses caught in shipwrecks and floods, scoffing at abstract artists for their attempt "to achieve a literature with a language none but they understand"; of cancer: in Sarasota, Fla.

Died. Roy Davidson, 63, head of the 65,000-man Brotherhood of Locomotive Engineers and spokesman for all five railroad unions during the lengthy deadlock over featherbedding, who helped talk his more militant fellow union leaders into compromise, shared bows with President Johnson over TV when the dispute was finally settled this spring: of leukemia: in Cleveland.

Died. Maurice Thorez, 64, longtime French Communist chieftain, a coal miner turned professional revolutionary, who took control of the party as secretary general in 1934, ran it as a mirror of the Kremlin, slavishly devoted first to Stalin, then to Khrushchev, seeing it grow to nearly 1,000,000 members after World War II only to decline rapidly (current membership: 240,000) in the face of European prosperity, until, suffering from chronic ill health, he "elevated" himself to president last May, leaving everyday tactics to another man; of an apparent heart attack aboard a Russian ship traveling to Yalta for a vacation.

Died. Dr. Rufus ("Rex") von Klein-Smidt, 89, president of the University of Southern California from 1921 to '46, a crusty, controversial administrator who expanded U.S.C.'s plant from three to 22 buildings, increased enrollment from 5,000 to 12,000 and concentrated hard on a championship football team, but paid his professors minuscule salaries (some got as little as \$2,600 a year); of heart disease: in Los Angeles.

"Politics has its nuances, the arts require discrimination, and science has its complexities. It becomes the business of journalism such as ours to treat of all of these subjects in a way that will hold a reader's interest without insulting his intelligence. In fields of specialized knowledge, we aim to render an account that is plain and simple, yet does no violence to the difficulty of the subject, so that the uninformed reader can understand us while the expert cannot fault us. We try to keep in mind a saying attributed to Einstein—that everything must be made as simple as possible, but not one bit simpler."

—from TIME Publisher's Letter

NOW—ENJOY SMOKING

WITHOUT INHALING

TREND

Mild LITTLE CIGARS

35c pack of 20

100% cigar tobaccos

Cigarette size and pack convenience.



PUT ZIP
in
your mail

Include
ZIP CODE NUMBERS
IN ALL ADDRESSES



USE
**FEWER
MATCHES!**
SMOKE

BOND STREET
THE PIPE TOBACCO
THAT SAYS IT



Who does the screening at Motorola?

The picture is bright at Motorola, a company which started with a car radio and diversified into everything from solid state systems to color TV.

If you have something to sell a live-wire organization like this, who'll screen your company, your products, your selling story?

President Robert W. Galvin says: "In an industry as dynamic as electronics, a company can't make many purchasing mistakes and remain profitable—and we buy over \$150,000,000 in goods and services a year. While Motorola itself is decentralized, the judgment of top management is

factored into the cost of materials and services involved in every new venture."

But how can top management screen your story—if your salesmen can't reach them?

One answer is advertising—in the magazine that presents the news and probes the trends of the business world for men on the decision level. **BUSINESS WEEK**.

At Motorola, **BUSINESS WEEK** subscribers include key executives like President Galvin and 3 other Board members; 8 Vice-Presidents; management in production, purchasing, and marketing from Chicago to Phoenix to Franklin Park. A

total of 289 decision-level subscribers.

There are more than 430,000 subscribers to **BUSINESS WEEK**. These are men who need facts, need to learn about new products and services. This is where they turn:



SELL AT THE DECISION LEVEL
NYR5



A MAN WORKS HARD TO GET \$1,000,000

He wants the bank that works hardest to keep on top of it.

Chemical New York has been selected to be custodian for securities worth *billions* of dollars. What attracts so many demanding executives? *Our thoroughness.*

Consider one man. A top executive in the plastics industry, he hasn't time to give day-to-day attention to his securities. He has established a Custodian Account at Chemical New York, where such matters are handled with particular care.

How it works: Detail work is supervised by *officers* with average experience of over 20 years. Income is collected and remitted;

called and matured bonds are presented on time; exchange offerings, stock purchase rights and warrants, conversions, and other options are brought to your attention. Records are kept for your tax returns, statements are sent periodically, and your securities are safe in our vaults.

Your orders followed. You retain complete control. We do the detail work, carrying out your orders for purchases, sales, and other transactions. For this thoroughness, you pay only a *modest fee*, all of which is tax deductible.

Wouldn't you like to discuss soon what our hard work and skill can accomplish for you? Phone 770-3221. Personal Trust Department, Chemical Bank New York Trust Company, New York 15, New York.

Chemical New York

PUERTO RICO'S INSTANT PARADISE



by Peter Griffith

It's usually hard to tell the exact moment when a tourist attraction comes into fashion, but not with Puerto Rico. It happened on the day the Caribe Hilton opened. The hotel filled up right away and it's been busy ever since. And no wonder. Situated on a beautiful 17-acre estate jutting out into the ocean, with the ancient Spanish quarter of San Juan to the West and the exciting modern city to the East, the Caribe Hilton offers an endless variety of delights . . . sporting, sumptuous and spectacular.

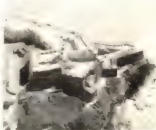
Step into an ocean of fun

The Caribe Hilton's sweeping, reef-protected beach of coral sand has everything you need for sailing, skin-diving, water-skiing and just plain basking. There's a private pier, too, where the fish are very cooperative. On shore, there are two huge swimming pools, championship tennis courts, bowling and shuffleboard. And

golf is available at the Dorado Hilton Hotel & Country Club, a short drive away.

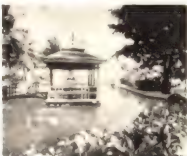
Step back four centuries

The Caribe Hilton has its own Spanish fortress right next door. And a short cab ride brings you to the four-hundred-year-old city of Old San Juan. Stroll narrow, twisting streets, paved with the blue basalt stone of the Spanish Galleons. Explore the huge fortress of El Morro that has a nine-hole golf course in its moat. Find treasures in the exciting shops and art galleries.



Step out to a Latin Beat

After dark at the Caribe Hilton you'll sip cocktails at the Caribe. Choose from the very finest in Caribbean, American or Continental cuisine in the superb Rotisserie Castillo, social center of San Juan night life. Dine and dance in the cosmopolitan Club Caribe, with top international stars to entertain you. Or sample Polynesian delicacies of Trader Vic's.



You'll sleep in a beautiful, air-conditioned room, with the sea murmuring at your balcony. Wake in the morning to a breathtaking ocean view. Rates start at \$17 a day, single, \$21, double.

Grab a jet. Or if you can't go right away, grab a pen—write for color brochures and full details to Peter Griffith, Hilton Hotels International, Waldorf-Astoria Hotel, New York 22, N. Y.

For reservations, see your travel agent, or call any Hilton Hotel or Hilton Reservation Office (see phone book). In New York, call LO 3-6900. At all Hilton International Hotels, charges can be paid for on your Carte Blanche Credit Card or Hilton Credit Identification Card.

GO INTERNATIONAL...WITH ALL THE COMFORTS OF HILTON

At The Waldorf-Astoria Hotel, New York—home of the HILTON CLUB INTERNATIONAL atop the Better Living Center.

CINEMA

Imaginary People, Real Hearts

The Night of the Iguana. All horseplay and no headwork, the gossipers sneered, will surely make John a dull picture. But Director Huston (*Friend*), as often before, has saucily tweaked the blues. In ten wild weeks at a sunny place for shady people on Mexico's spectacular west coast, Huston and company put together a picture that excites the senses, persuades the mind, and even occasionally speaks to the spirit—one of the best movies ever made from a Tennessee Williams play.

Yes, there's a send-em-home-happy ending, but otherwise the script is admirably loyal to the play. It sets the same scene: a rundown resort hotel in Mexico. It presents the same persons: the rampant tramp (Ava Gardner) who keeps the hotel for business and a couple of beach boys for pleasure; a renegade reverend (Richard Burton) ex-

DAVID BRUN



BURTON & KERR IN "IGUANA"

Once more, the peculiar passions.

pelled from his parish in Virginia for rutting in the rectory; a round-heeled teen-ager (Sue Lyon) who wishes she had been there; a peripatetic painter (Deborah Kerr) who sketches for her supper.

The script tells the same story the play told, though it isn't much of a story. The characters for the most part simply talk on the terrace, and as they talk they reveal and heal themselves. Fascinating, sometimes. But sometimes rather tiresomely reminiscent of group therapy—especially when Analyst Williams, who has become a bit sententious in middle age, clears his throat and weighs in with a brave banality: "A home is something two people have between them. Any light is a good light to see by."

The fault is important but not dominant. Williams can horse-laugh as well as harrumph, and it's an absolute delight to watch the most perverse of playwrights tell a tale in which the nadir of naughtiness is attained by a man with a harmless though peculiar passion for ladies' underwear. Huston, what's more

There are
really
two
kinds of
coolers:



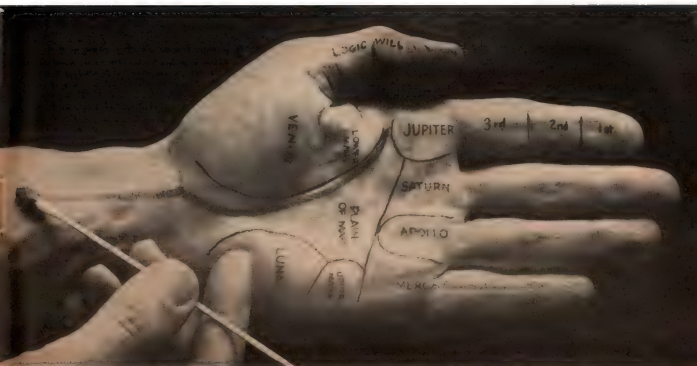
MYERS RUM MAKES THE MAN'S DRINK! A light, breezy beverage is nice for the ladies . . . but Myers does things in a masculine way. It's a Jamaica rum, 97 Proof, spinted, golden and robust. Adds great character and flavor—a man's kind of flavor—to almost any drink. This tropical Planters' Punch is a classic example. For 2 tall drinks: mix 2 tsp. sugar, juice of 1 lemon (or lime), 4 oz. Myers Rum, 2 dashes bitters, 1 dash grenadine in shaker filled with ice. Shake, strain into glasses over shaved ice, add plain soda. You'll relish Myers' full-bodied flavor.

97 PROOF.



P. S. FOR THE HOSTESS. Myers adds flavor magic to foods, too. For a pleasant appetizer or tasty dessert, prepare Grapfruit à la Myers. Simply splash a dash of Myers Rum onto each grapefruit half. For added zest, brown rum-soaked grapefruit halves under broiler, serve with a sprig of mint. *Vineta! Grapfruit à la Rhum. . . . delightful!*
BOTTLED BY MYERS BROS. CO., NEW YORK, N.Y.





WHAT'S HAPPENING TO MAN'S LIFELINE?

It's lengthening – figuratively – because of the cooperative probing by many different scientists into problems once faced exclusively by medical researchers.

Fever, the great warning symptom that may first have been measured by Galileo, is now being located exactly instead of generally, by infrared detection. Even soft tissue and fluids are being "photographed." Strep throat and certain other infections can be diagnosed in hours instead of days by utilizing a fluorescent antibody testing technique developed by optics and electronics engineers, physi-

cians, and biochemists. The fluoroscopic light microscope used in this technique is also of value in research.

It is not surprising that Avco people should also apply electronics, physics, chemistry, engineering – their fund of knowledge – to medicine.

Thus, to permit examinations the physician never could make before, techniques of television and fibre optics are being combined at Avco for use in internal observation. Avco has developed a timesaving intubation system to open the pyloric valve between the stomach and

intestines. Avco is also producing a surgical bridge that greatly strengthens the hold of deep sutures by optimizing stress-strain ratios.

The interplay of the physical sciences and engineering with medicine is developing many new products. The benefits to mankind promise to be immeasurable.

If you are interested in joining Avco – an Equal Opportunity Employer – please write, *Avco – leadership in broad-casting; aircraft engines; farm equipment; space and defense research, development and production.*

Avco

Avco Corporation, 750 Third Avenue, New York 17, N.Y.



San Miguel

World's finest beer?

Try it...and discover why San Miguel is Number 1 across the Pacific and a favorite of connoisseurs the world over.



Visit the San Miguel Beer Lounge in the International Plaza at the World's Fair.



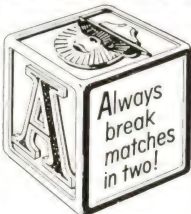
Expressly
for men with business in
SCOTLAND
frequent jet service to
GLASGOW
non-stop from New York

SAS serves more cities in Europe than any other transatlantic airline

SAS

Scandinavian Airlines System
638 Fifth Ave., New York 20, N. Y.
or see your SAS travel agent.

Smokey's ABC's



PLEASE!
ONLY YOU CAN PREVENT
FOREST FIRES!

Published as a public service in cooperation with The Advertising Council.

keeps *Iguana* scuttling along at a right smart rate, and as always he shrewdly challenges his actors with delegated creativity. They all respond. Kerr lends charm and finesse to a meaching masochist. As for Burton, he makes more sense in this movie than he has in his last half-dozen efforts. He has a light in his eye, a line to his mouth, and the carriage of a man who believes in what he is doing.

It isn't hard to. Williams, though he often seems obsessed with other vital centers, is fundamentally concerned with the heart, and in *Iguana* he sometimes writes about it beautifully. His characters are contraptions and their lives are theatrical tropes, but when they say what they feel, what hurts them and what they long for, they come suddenly alive and bleeding. Strange and disturbing to see contraptions bleed.

Young Love—Sicilian Style

Seduced and Abandoned. The girl's name is Agnese, a raven-haired sylph with the face of a Botticelli angel. Head high, eyes cast demurely downward, she moves with easy grace through the cobblestone streets of the small Sicilian village while the camera follows, falling slowly in love with her. So does the audience. Thus Director Pietro Germi eases smoothly into a black and bitter tragicomedy that shows his worldly, wildly wicked *Divorce—Italian Style* to be an exercise in restraint. In *Seduced and Abandoned*, by contrast, Germi's underlying despair keeps burning to the surface. "This time," he explains, "I would like the public to hate me a little."

Having established the innocence of his angel (Stefania Sandrelli), Germi first thrusts her into an earthy peasant farce. One midday siesta she is seduced and becomes pregnant. Her father, played with inexhaustible bravura by Siro Urzi, consults a lawyer cousin, explaining that the doctor has brought up a little problem about Agnese. "Tumor?" asks the cousin. "Honor," growls Don Vincenzo. He sends his only son Antonio to murder the seducer, assured that the boy's punishment will be no more than three to seven years in prison, provided he can prove that he killed "in a blind rage."

To this point, the comedy brims with drolly catalogued details of village and family life. The laughter fades as Germi shows, in scene after scene, how ignorance, hypocrisy and habit can transmute normal human problems into sunny Sicilian nightmares. Trying every tactic from simple perjury to a trumped-up kidnapping, Don Vincenzo struggles to marry off Agnese and salvage his honor, for his worst fear is that he might become an object of ridicule in the piazza. "We are an old family," Don Vincenzo tells the police. "I admit we've had some violent deaths—but outside the law, in dignity." Agnese no longer matters. She is beaten, jeered at, and finally led to the altar as if she

1924: The contest between Al Smith and William McAdoo at the Democratic Convention went on for 14 days and 103 ballots (with John W. Davis winning the nomination). Four years later, Smith became his party's nominee. In 1924 New England Life was in its 90th year.



Were you born in 1924?

With 40 years behind you, see how this Personal Pension Plan can help in the years ahead

Was it really that long ago that "The Happy Warrior" lost his first bid for the nomination? Looking back like this can remind you that you've reached a particularly decisive age. And, if you're like most men starting into their forties, your retirement years suddenly don't seem so very far off.

Financially, you'll never have a better time to get ready for those years than right now. And you won't find a more flexible plan for doing so than the one offered by New England Life. It's a way of combining life insurance with other money to supply steady income.

Say you buy a \$25,000 policy. The cash value of that policy at 65 could be \$20,014—which is more than you paid out along the way for continuous protection for your family. (We've made two assumptions: that you use your dividends to build up additional protection automatically; that our current dividend scale is applied, although these scales change from time to time.)

Then, at 65, you can channel sufficient funds from other investments into your policy to take maximum advantage of the favorable income rate established when you bought the

policy. In this way your insurance, combined with investments, can be the basis for your individual pension plan, guaranteeing you \$250 a month for life, with insurance dividends to increase this amount. Or, if you'd rather, you can set up your personal pension plan now through life insurance alone.

More details? We'll be glad to mail them to you. Write: Department 5T, 501 Boylston St., Boston, Mass. 02117. Or, better still, have a talk with one of our agents.

NEW ENGLAND LIFE



REELED IN 500,000 FILMSTRIP SALES

Since LIFE went into the filmstrip business, 500,000 LIFE filmstrips have been purchased by schools, clubs and families, without seeing the filmstrips beforehand, without reading a review—just because they bore the name LIFE.

PUT YOUR PRODUCT WHERE PEOPLE PUT THEIR CONFIDENCE—IN **LIFE**



...easy for the professional

Everybody admires the self-assured skill of the professional—whether he be a golfer, physician or money manager—professionalism that comes from practice and experience. He sets the standard in his field.

Many professional money managers—corporate treasurers and company comptrollers—have discovered the advantages of depositing their organization's idle funds in a corporate savings account and have selected First Federal Savings as a repository for these funds. We are pleased to have them, for they set the standard for all savers—family and corporate—who wish to enjoy the same advantages:

1. First Federal Savings is a specialist in the savings field. It was chartered to encourage thrift.

2. First Federal Savings' growth to over two hundred million dollars in assets has been steady and sound. The Association has paid uninterrupted dividends for 30 years.

3. Funds deposited in a First Federal Savings account by the tenth of the month will earn dividends from the first.

4. All accounts are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation. Larger accounts can be distributed among a number of institutions to enjoy the same federally-insured protection for the full amount. And it can be done with one-check convenience.

Easy for the professional? Of course . . . and easy for you too, to save at . . .

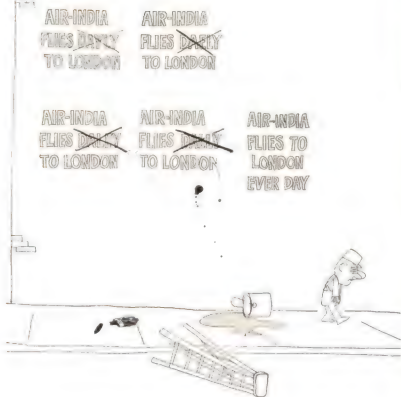


FIRST FEDERAL SAVINGS

and Loan Association of New York

Rockefeller Center, 1274 Avenue of the Americas, New York, N. Y. 10020. Other Offices: RCA Building, Concourse • Stuyvesant Town • Mid-Bronx • Parkchester • Riverdale • Bronxville • Rego Park • Flushing

ASSETS OVER 200 MILLION DOLLARS



Oh, well, surely you know by this time how convenient our New York-to-London schedule is. Now all that remains is to discover what unique pleasures we offer en route. The sumptuous warmth of Indian atmosphere and hospitality. The thoughtful service of our charming sari-clad hostesses. The serene assurance of our Boeing 707 Jets and the veteran crews who pilot them. Small wonder that you arrive in London feeling pampered as a maharajah. And—should you find we've spoiled you for any other mode of travel—you can

fly AIR-INDIA on to Paris, Geneva, Frankfurt, Rome and countless other cities throughout Europe and the East. So—come fly with us soon. Gayly. Gaely. Gaily.

Jets daily to London—Europe and the East from New York. For reservations or information see your travel agent or AIR-INDIA, 565 Fifth Ave., New York 10017. Offices in principal cities.

AIR-INDIA 

The airline that treats you like a maharajah
Over 30 Years of Flying Experience



SEDUCER & SANDRELLI IN "ABANDONED"
Back to the nightmare isle.

were a schoolgirl dragged to stage center of a savage burlesque. In a grim postscript, the camera cuts from the stricken Agnese to mock the words "Honor and Family" on a nobleman's tomb.

Abandoned emerges as an erratic but deeply affecting work by an artist able to project a commonplace theme with blinding *brío*. Germi leavens his anger with compassion, lightens compassion with humor. And one pointed vignette embodies all three: a hard-pressed chief of the *carabinieri*, studying a wall map of Italy, impulsively flattens his palm over the entire island of Sicily and utters a long, long sigh.

A Kitten for King Leer

Good Neighbor Sam. "We're good clean family men here at Nurdlinger Farms," declares Milk Merchant Edward G. Robinson. "I don't want my account handled by bawls and lechers and libertines." Enter Jack Lemmon, a neat, courteous, helpful young adman who resides in suburban San Francisco with two children, one dreadfully adorable duck, and his leggy All-American wife (Dorothy Provine). Everyone who has ever seen a Jack Lemmon movie will instantly surmise that the model ac-



SCHNEIDER & LEMMON IN "SAM"
Another pair of pajamas.



Now you're
on the trail of
a great gin
that London's
been enjoying
for
200 years

It's Booth's. It's London Dry.
And it's a great value.



BOOTH'S HIGH & DRY GIN



TWO INDIVIDUAL COCKTAIL SERVERS YOURS FOR \$1.00! Just mix your cocktail, add an ice cube or two, and you have a perfect, 90-proof drink that can't go flat. Send \$1.00 to Dealer, P.O. Box 684, Mount Vernon, N.Y.

90 PROOF • 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • W. A. TAYLOR & COMPANY, NEW YORK, N.Y.
DISTILLED IN THE U.S.A.

NYR7

AC'CENT-INTERNATIONAL, DIV.
OF INTERNATIONAL MINERALS
& CHEMICAL CORPORATION •
AMERICAN TELEPHONE & TELE-
GRAPH CO. • BRISTOL-MYERS
COMPANY • CAMPBELL SOUP
COMPANY • CHRYSLER CORPO-
RATION, PLYMOUTH & VALIANT
DIVISION, DODGE DIVISION •
COWLES MAGAZINES & BROAD-
CASTING, INC. • FORD MOTOR
COMPANY • FOSTER-MILBURN
COMPANY • GENERAL CIGAR
CO. • GENERAL MOTORS COR-
PORATION, CHEVROLET DIV.,
OLDSMOBILE • GROVE LABORA-
TORIES, INC., SUB. OF BRISTOL-
MYERS COMPANY • GULF AMERI-
CAN LAND CORP. • KERR GLASS
MFG. CORP. • KRAFT FOODS, DIV.
NATIONAL DAIRY PRODUCTS
CORP. • P. LORILLARD & CO. •
MACFADDEN-BARTELL COR-
PORATION • THE MENNEN
CO. • THE MENTHOLATUM
COMPANY, INC. • MERE-
DITH PUBLISHING CO.,
BETTER HOMES AND
GARDENS DIVISION

MILLER BREWING COMPANY •
NATIONAL BISCUIT CO. • THE
NESTLE COMPANY, INC. • REX-
ALL DRUG CO. • R. J. REYNOLDS
TOBACCO CO. • SINCLAIR RE-
FINING COMPANY • STANDARD
PACKAGING CORP. • SYLVANIA
ELECTRIC PRODUCTS, INC.,
SUB. GENERAL TELEPHONE
& ELECTRONICS • TIME, INC. •
WM. WRIGLEY JR. COMPANY

Sound effects

These national advertisers have been buying the sound of the CBS Radio Network from 3 to 37 consecutive years. The sound, and the effects.

Whatever the product—cakes or convertibles, glassware or gum—CBS Radio sells it for some of the country's most astute advertisers, old and new, year after year after year.

And for good reasons: continuing network audience leadership; outstanding programs and

personalities; documented sponsor histories of sound buying for increased sales.

If you're not among the advertisers using the CBS Radio Network, one of your competitors probably is.

That's something to think about. Better yet, it's something to ask about. Using CBS Radio has a very sound effect on a sales curve. Yours?

Call us.



The CBS Radio Network

Low Cost Auto Insurance

GEICO® RATES ARE LOWER THAN BUREAU RATES BY

AS MUCH AS **30%** FOR COLLISION AND COMPREHENSIVE

AND AS MUCH AS **20%** FOR LIABILITY COVERAGES

FOR THE STANDARD FAMILY AUTOMOBILE POLICY

COMPARE GEICO RATES WITH BUREAU RATES

GEICO RATES IN NEW YORK STATE ARE as much as 30% lower than Bureau Rates for the Collision and Comprehensive coverages and as much as 20% for the Liability coverage. Bureau Rates are the rates for automobile insurance filed with State Insurance Departments by the National

Bureau of Casualty Underwriters and the National Automobile Underwriters Association for their member and subscribing companies, and Bureau companies using the Safe Driver Plan adjust these Bureau Rates upwards or downwards depending upon the driving record of the insured.

HOW THE "SAFE DRIVER PLAN" AFFECTS THE COST OF YOUR AUTO INSURANCE

GEICO DOES NOT USE THE "SAFE DRIVER PLAN"—However, most companies charging Bureau Rates do use the "Safe Driver Plan" in New York which requires that the rate established as the Bureau Rate be increased as much as 150% and reduced by only 10% depending upon the driving record

of the insured. Remember, GEICO does not use the "Safe Driver Plan" and when you insure with GEICO, your rates are not increased because of your driving record as is required under the "Safe Driver Plan."

NOW COMPARE DIFFERENCES FROM THE BUREAU RATE!

COVERAGE	BUREAU RATE WITH "SAFE DRIVER PLAN"	GEICO RATE WITHOUT "SAFE DRIVER PLAN"
Liability.....	10% reduction to 150% increase.....	20% reduction
Medical Payments.....	10% reduction to 150% increase.....	20% reduction
Collision.....	10% reduction to 150% increase.....	30% reduction
Comprehensive.....	No reduction or increase.....	30% reduction
Towing and Labor.....	No reduction or increase.....	30% reduction

(GEICO also gives you the usual additional savings in New York State of 10% for COMPACT CARS and 25% on additional cars when MORE THAN ONE CAR is insured.)

GEICO RATES IN CONNECTICUT AND NEW JERSEY
GEICO rates in Connecticut and New Jersey are also 30% below Bureau Rates for the Collision and Comprehensive coverages—and 25% in Connecticut and 22½% in New Jersey for the Liability coverage.

Before you buy auto insurance elsewhere, or renew your present policy, it will pay you to check GEICO benefits and savings. You will receive exact GEICO rates for your car, plus complete information on how GEICO saves you money, the broad protection you get, and GEICO's country-wide personal claim service.

Phone Digby 9-0202

or visit one of our convenient New York Offices or mail the coupon...no obligation...no agent will call.

Manhattan: 150 Nassau Street **Digby 9-0202**
Hempstead, L. I.: 88 N. Franklin Street **IVanhook 5-4500**
Huntington, L. I.: Walt Whitman Shopping Center **HAmiton 7-8500**
(Long Island Offices Open Saturdays)

GEICO®
AND AFFILIATES

Capital stock companies not affiliated with the U. S. Government



INSURANCE: Auto • Homeowners • Fire
Personal Liability • Boat
FINANCING: Low cost automobile financing also available.

HOME OFFICE: WASHINGTON, D.C.

Mail to: GEICO 150 Nassau St., New York, N. Y. 10038

453

Check your eligibility—must be over age 21 and under 65

CIVILIAN NON-GOVERNMENT

NEW!

Professional or Technical
Administrative, Clerical or Managerial

CIVILIAN GOVERNMENT PERSONNEL—Active or Retired

Federal, State, County or Municipal

MILITARY PERSONNEL—Active, Reserve, National Guard or Retired

Commissioned officer or NCO of top 5 pay grades (NCO on active duty must be at least 25 and if in pay grade E-5 or E-6, must be married.)

Male ☐ Single
Female ☐ Married

Name _____

Residence Address _____

City _____ County _____ State _____ ZIP # _____

Occupation _____ Age to Nearest Birthday _____

Car	Yr.	Make	Model (etc., etc.)	No. Cyl.	Body Style (convertible, etc.)	Purchased Mo.	Yr.	New or used?
1								
2								

Days per week driven to work: Car #1 _____ #2 _____

One way mileage: #1 _____ #2 _____

Is car used in business (except to and from work)? Car #1 _____ Car #2 _____

Location of car if different from above residence address:

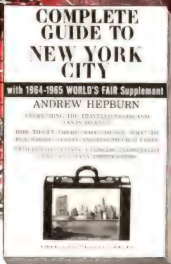
Car #1: City _____ State _____ Car #2: City _____ State _____

Additional male drivers under age 25 in household at present time:

Age to Nearest Birthday	Relation	Married or Single	% of Use Car #1	Car #2
			%	%
			%	%

My present policy expires Mo. _____ Yr. _____

**Make your trip to the
WORLD'S FAIR more fun**



**GET THIS
COMPLETE GUIDE TO
NEW YORK CITY
WITH 1964-1965
WORLD'S FAIR SUPPLEMENT**
PUBLISHER'S EDITION PRICE \$1.95
**ONLY 75¢ with a filling of
KENDALL MOTOR OIL**

Enjoy New York City and the World's Fair with the help of this 208-page Guide published by Doubleday & Company, Inc. Tells you what to see, where to stay and how much it costs. Fully illustrated. Many maps. Regular Publisher's Edition Price \$1.95. Offered wherever you see the Kendall Dealer Sign of Quality, illustrated below, for 75¢ when you fill your crankcase with Kendall Motor Oil. If there is no Kendall Dealer in your area, mail check or money order for \$1.50 and we'll send you your guide.

WHY IT PAYS TO BUY KENDALL MOTOR OIL

Kendall Motor Oils are refined from 100% Pennsylvania Crude Oil, world's richest. Each is a product of over 80 years of petroleum research. All exceed car manufacturers' specifications. There is a Kendall Motor Oil refined for your type of engine, your driving habits and your pocket-book. Your Kendall Dealer will help you select the one best for you. Start enjoying the Economy of Kendall Quality now.

KENDALL REFINING COMPANY • BRADFORD, PA. • TORONTO, CANADA
Lubrication Specialists since 1881



count exec is a three-button baccant, and so he is. The girl next door (Romy Schneider) cannot collect a \$15 million inheritance unless she collects a husband, fast. And who is the lucky fellow who has to commute across back lawns, masquerading as his good neighbor's spouse? Mmm-hmmm.

Sam's most satisfying gag is the filming of a TV commercial—a hilarious sequence in which the Hertz man is catapulted out of limbo and lands everywhere but in the driver's seat. The person who does land with solid comic authority in this otherwise tiresome and familiar romp is Actress Schneider, the *gentilich* Viennese sex kitten who has purred beguilingly through more pretentious trifles, such as *The Victors*. The Cardinal and *Boccaccio '70*. But Lennon, though adroit as always, is now well along toward proving that the most gifted of *farceurs* cannot build a really distinguished career simply by explaining, in film after film, why he happens to have on pajamas.



SINATRA, DAVIS & MARTIN IN "HOODS"
But Robin robbed the rich.

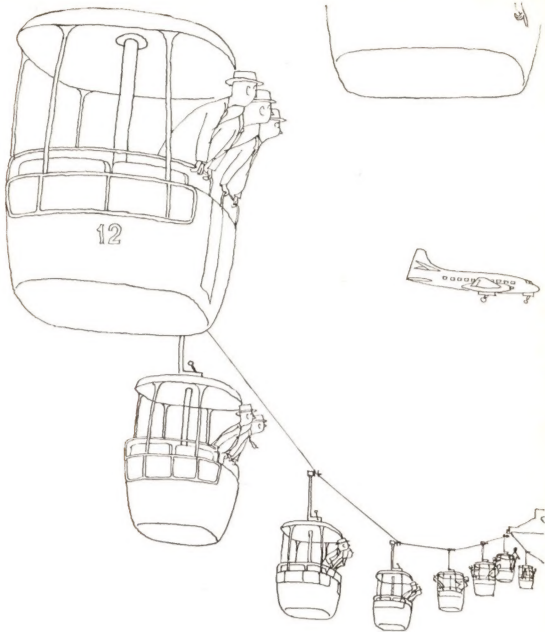
The Mafia, with Music

Robin and the 7 Hoods is less exciting than *Little Caesar*, less convincing than *The Roaring Twenties*, and less tuneful than *Guns and Dolls*. Proceeding on the reckless assumption that an old movie made over is better than no movie at all, Frank Sinatra, Dean Martin and Sammy Davis Jr. pretend to be vintage Chicago hipsters who rob the rich and give to the poor—though the poor slobs who can't share the fun without buying a ticket may wonder whether it isn't the other way around. The actors snap their fingers at the plot, and Bing Crosby pops in from time to time as an Allen A. Dale, who reforms a roomful of rowdy orphans with a song called *Dan! Be a Do-Badder*. The rest of the film runs to self-parody, augmented by boyish enthusiasm for booze, broads, violence and bad grammar. Though *7 Hoods* offers negligible entertainment value, it does provide innocuous occupational therapy for the western world's best-paid gang of rebels without a cause.



SI is UP: 11.7% in pages, 21.7% in dollars
(almost \$2 million)... the best first half in its history.

SPORTS ILLUSTRATED...each week the facts add up to success



Newest sky ride on Long Island

It's Allegheny at LaGuardia Airport . . . our third escape route for New Yorkers. To our 15 flights out of Newark and 10 out of serene MacArthur Field in central L.I., we've just added a dozen commuter flights from LaGuardia. They go where you may be going next trip . . . to a mapful of Pennsylvania cities, to Atlantic City and neighboring beaches, to Hartford/Springfield or Providence (both non-stop). Convenient return hops from the hinterlands, too. Of all the new things at LaGuardia now, Allegheny service could well be the most welcome. Call us: 736-3200 (N.Y.C.), 642-7900 (Newark), 588-7771 (Islip).

ALLEGHENY AIRLINES

YOUR AIR COMMUTER SERVICE IN 12 BUSY STATES



On your trip to Italy stop by the Hotel Europa. There you'll find Canadian Club, "The Best In The House"® in 87 lands.

© 1964 HIRSH WALKER IMPORTERS INC.

Signor Melone of Venice offers you a sprawling palace, the Grand Canal and Canadian Club

A palace in the 17th Century, the Hotel Europa to this day imparts the essence of royal splendor.

Here those who relish life gather to enjoy an unimpeded view of the Grand Canal, the delectable fruits of the sea and internationally applauded Canadian Club.

To savor the good things at an unhurried pace is a luxury in itself. It is one of the reasons *bons vivants* seek out the Terrace

of this magnificent Venetian hotel.

The boats on the Canal lazily wend their ways, the atmosphere is serene, the food incomparable. And always on hand is Canadian Club, the whisky that enjoys international favor.

Why this whisky's universal popularity? It has the lightness of Scotch and the smooth satisfaction of Bourbon. No other whisky tastes like Canadian Club. You can stay with it all evening long—in short ones before dinner, in tall ones after. Try Canadian Club—world's lightest whisky—tonight.




THE HIRSH WALKER GROUP, INC.
HIRSH WALKER & SONS LIMITED
WALKERVILLE, CANADA

Wherever you go, there it is!



Flavor that goes with fun...



Modern filter here ▶  ◀ Filter-Blend up front

Changing to a filter cigarette? Change to America's favorite.
Join the big swing to Winston...the largest-selling filter cigarette!

Winston tastes good...like a cigarette should!